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BROADCASTING

Broadcast Advertising

Vol. 16 • No. 11

JUNE 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c a Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in Feb

SCHOOL OF BUSINESS ADMINISTRATION
Miami
University

June 1, 39

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DEAR ART:

A month ago you said:

"Drop me a line whenever you knock off a particularly good sales job. Drop me a line even if you don't."

Well, here's the line. And the story, we think, is one of the greatest things to come out of this old machine.

It began with a vegetable. Just think--a vegetable! But it was a good vegetable.

It was the first time the company had used radio. And WOR was the only advertising used.

The product cost 20% more than any product like it--at a time when competitors were shaving prices closer than Delilah shaved Samson's locks. But, Art, this vegetable was branded. And they plugged the pants off that brand.

Well, sir--two weeks after the first WOR broadcast this company's daily carloads hopped from three to ten. One chain was forced to pack the product into 550 stores. Dealers in Albany, Lancaster, Westchester, Delaware bellowed "Give!"

Now, one-third of all New York unloadings of this vegetable is our sponsor's vegetable--the largest haul ever placed by one man in New York.

Imagine!

WOR

XUM

WLS in Chicago

MAIL

7,812 listeners wrote to WLS in one week when asked if they listened regularly to the 8:15 A.M. WLS news. There was no give-away or other inducement to write. 38% of the mail came from Metropolitan Chicago. This area contains only 26% of the radio homes of the WLS Major Coverage Area. Thus 26% of the homes brought 38% of the mail! WLS not only can be heard, but is listened to in Chicago.

SALES

A Chicago independent grocery chain (five stores) stocked five new products advertised on a WLS program. These new outlets were broadcast on the program in connection with a special three-day promotion. In the three-day period, sales of the newly stocked items advertised over WLS were 341 packages, 210 packages, 200 packages, 73 packages and 69 packages; 622 packages of another item already stocked, and advertised on WLS at the same time, were sold—all at regular prices. WLS sells goods at retail in Chicago.

WLS CHICAGO

Burridge D. Butler, President - - Glenn Snyder, Manager

Represented by:

JOHN BLAIR & COMPANY

New York Detroit Chicago
Los Angeles San Francisco

Reach New England's

SUMMER MARKET

of Vacation Spenders

NEW ENGLAND is the great summer playground for the eastern half of the United States. During the season approximately three million people come into this vacationland, penetrating all parts of it from the Connecticut shore to the mountain and lake regions of northern New England.

These people at play are spenders. They make up a rich plus audience for the radio advertiser who knows how to reach them. Spread out as they are, they can be reached most surely through the seventeen stations of The Yankee Network.

Yankee stations directly penetrate every large market, — cover thoroughly the large suburban areas from which they pull trade.

The Yankee Network is the only station group which closely parallels the distribution of population — the only media for reaching the entire New England audience, plus the three million extra vacation listeners.

EDWARD PETRY & CO., INC.
Exclusive National Sales Representative

WNAC	Boston	WSAR	Fall River
WTIC	Hartford	WNBH	New Bedford
WEAN	Providence	WHAI	Greenfield
WTAG	Worcester	WBRK	Pittsfield
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta
WLBZ	Bangor	WCOU	Lewiston, Auburn
WFEA	Manchester		

THE YANKEE NETWORK

21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

PUBLIC NOTICE

The exaggerated coverage-claims of 50,000 watt stations apparently know no bounds. No section of the country is immune!! In central New England (Worcester to be exact) where WTAG gives honest-to-goodness coverage with 1,000 watts—the nearest 50,000 watter claims primary coverage—yet its strongest signal in Worcester is less than 2 millivolts.

The promotional material for that station by illustration and inference claims that Worcester County is primary coverage—in fact—claims it exclusively. It qualifies that statement by saying that—"no other Boston station claims it."

Now move over Mr. First 50,000 watter because another 50,000 watter—located in Northeastern New York State, also claims Worcester County. (Evidently they both know a good market when they see one.) The signal of this second 50,000 watter is so weak, it can hardly be measured.

Now what are the facts? A recent Ross-Federal coincidental survey made in Worcester shows the first 50 KW station has 14.03 per cent of the total audience. The second and other 50 KW stations are buried somewhere in the "all others" classification of 1.96 per cent.

The truth is that 58.88 per cent of all Worcester listeners are WTAG listeners. In other words—WTAG leads by a wide margin every hour in every day. Remember—no 50,000 watt station has or can legitimately claim to have primary coverage in Worcester County.

In Worcester County—WTAG is first in signal—first in listener preference and first in results.

WTAG

WORCESTER, MASSACHUSETTS

NBC—Red and Yankee Networks

Test the water with your toe,

Find it fine—and in you go!

BIOW COMPANY tried Mutual for one account in 1937; placed two accounts over Mutual in 1938; three in the first five months of 1939.

ERWIN WASEY invested $99,055 in 1936 for *one* client; placed $224,611 in 1937 for *six* clients; increased to $397,393 in 1938 for *six* clients.

RUTHRAUFF AND RYAN have almost doubled the dollar investment of their clients in Mutual network facilities each year since 1936.

MUTUAL BILLINGS RECORD

Biow Company	Erwin Wasey	Ruthrauff & Ryan
1937-$ 7,858	1936-$ 99,055	1936-$ 72,252
1938- 91,071	1937- 224,611	1937- 125,573
1939- 57,115*	1938- 397,393	1938- 244,411

*5 months

P. S. *If yours is an agency which has never placed a program over Mutual — don't you believe you owe it to your clients to hear the* results *behind these increases? Call Superior 0100 in Chicago; PEnnsylvania 6-9600 in New York.*

THE agencies that now place the most advertising over Mutual all began by this cautious toe-testing method—tried us out for *one* client before using our facilities for *many*.

MUTUAL BROADCASTING SYSTEM

CBS *-again*

CBS is the choice of *more* of the country's largest advertisers in 1939 than any other network . . . *as it was in 1938, 1937, 1936, 1935, 1934!*

May we tell you why?

n in 1939!

Columbia Broadcasting System

THE WORLD'S LARGEST RADIO NETWORK

XUM

Whether It Is Base Ball or Foot Ball, the Detroit Sports Audience Listens to

WWJ

and E. L. "Ty" Tyson, WWJ's own nationally known sports announcer and commentator. The 1939 season will be the 13th that WWJ has broadcast the Tigers' base ball games; the 15th that it has broadcast the U. of M. foot ball games.

Foot Ball Survey:

On November 12, 1938, the Ross Federal Research Corporation conducted a survey during the University of Michigan - Northwestern foot ball game. The findings were:

57% Listening to WWJ
26% Listening to WJR
12% All Other Stations
5% No information

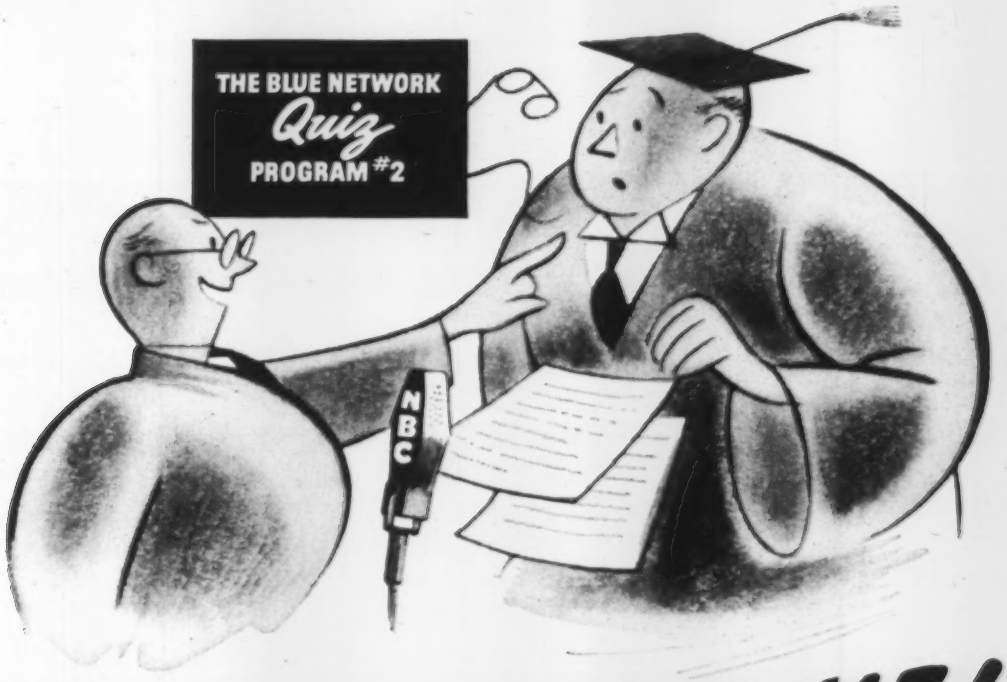
Such great preference leaves no doubt about WWJ's coverage of the sports audience in Detroit.

Here's startling information for radio advertisers interested in sports broadcasts: Exhaustive studies of listening habits of the Detroit radio audience, conducted by the Wayne University Broadcasting Guild show that *WWJ's play-by-play base ball broadcast has a rating of 61%!* The same studies show that *WWJ's Sport Review*, broadcast nightly at 6 P. M. commands *53% of the listening audience!* Another survey conducted during the foot ball season of 1938 showed that *57% of all the listeners were tuned to WWJ!*

WWJ

National Representatives
George P. Hollingbery Company
New York : Chicago
San Francisco : Atlanta

XUM



-NOW YOU TELL ME!

MR. JONES: Now look here, Mr. Emcee, you've had all the best of this quiz business. Suppose you answer a few questions for a change.

EMCEE: Well—this—ah—this is sort of reversing things, isn't it? But go ahead, I've heard a lot of answers.

MR. JONES: All right. Can you cite a list, showing the wide range of products advertised on the Blue Network in 1939?

EMCEE: Certainly. Men's hats, tobacco, ginger ale, breakfast food, kitchen cleanser, shaving cream, petroleum products, magazines, radios and radio tubes, paints, iron and sheet metal.

MR. JONES: Do you know how many advertisers have taken advantage of the Blue Network's new plan, which enables them to "go national" on a modest budget?

EMCEE: Yes sir! No less than *34* advertisers have taken advantage of it, and are now cashing in, with wider Blue Network coverage!

MR. JONES: Correct again, Mr. Emcee. 100% for you, too. You've been right all the way.

EMCEE: You bet I'm right—and so are the advertisers who have taken advantage of the substantial savings of the new "Blue" discount plan!*

BLUE IS THE BUY-WORD IN 1939

*Get the whole story from any NBC office

NBC Blue NETWORK

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

XUM

WITHIN THE "GOLDEN HORSESHOE"

THEY "LIGHT UP"

Twelve Billion Cigarettes

EVERY YEAR

No "smoke dream" is the fact that twelve billion cigarettes are consumed every year within the "Golden Horseshoe," that fertile market of the Mid-west blanketed by WJR in Detroit and WGAR in Cleveland. That's half again as many as sold in the city of New York . . . more than the combined sales of Chicago, Philadelphia, Los Angeles and Boston!

Here too is the territory in which drug store sales exceed one hundred million dollars a year, where the total food bill runs close to three quarters of a billion annually, where seven out of ten families own automobiles. Here eight million people can be reached with your sales message through WGAR and WJR . . . through the "Great Stations of the Great Lakes!"

THE GREAT STATIONS OF THE GREAT LAKES

W·J·R

THE GOODWILL STATION

Detroit

W·G·A·R

THE FRIENDLY STATION

Cleveland

BASIC STATIONS ... COLUMBIA BROADCASTING SYSTEM ★ EDWARD PETRY & COMPANY, INC., NATIONAL SALES REPRESENTATIVES

BROADCASTING
and
Broadcast Advertising

Vol. 16. No. 11 WASHINGTON, D. C., JUNE 1, 1939 $3.00 A YEAR—15c A COPY

FCC Warning Affects Sponsorship Credits

By SOL TAISHOFF

Spots and Station Breaks Mainly Affected by Revival Of Old Provision Requiring Commercial Identity

RESURRECTION by the FCC of a provision in the radio law requiring specific announcement of sponsorship of all commercials is bringing about closer scrutiny of commercial credits by stations and networks, and is destined to have an effect on future styling of commercials—notably spot and station-break announcements.

Enacted long before there were spot announcements—in 1927—the provision (Section 317 of the Communications Act) specifically states that all programs directly or indirectly paid for shall be announced "as paid for or furnished, as the case may be, by such person". Reports of violations, growing out of purported concealment of the sponsor in religious and "talk" programs, brought forth the formal FCC pronunciamento on May 16.

The FCC, through its Law Department, has already made it clear that there is no disposition to force literal adherence to the provisions by use of the precise phrases "paid for" or "furnished by". Whereas in its notice the FCC said it "insists upon and expects full compliance at all times" with the law, it nevertheless informally states that as long as the announcement clearly indicates sponsorship and that the program is paid for, in such fashion as not to mislead the public, there will be no complications.

Change in the Law?

In the case of spot announcements or station-breaks, it is thought that a change in the technique of phrasing credits may be necessary in many instances. The FCC is not disposed to pass in advance on this point. It agrees, however, that the law did not contemplate this development, but suggests that to avert difficulties a change in the statute may be desirable.

In the vast majority of cases there will be no trouble at all. While many network and local programs, simply identified by the sponsor's name, may have to be broadened to include a phrase denoting sponsorship, this can be done in most cases with no hardship at all. A statement that a particular program is "under the direction" of a particular individual, for example, would probably not meet the technical requirements of the law.

The issue first arose last March, it was learned, when a listener wrote WLS, Chicago, regarding the *Old Fashioned Revival* carried on MBS, but which the station transcribes from the line and broadcasts at another time. The listener referred to use of the term "network" in a transcribed program. Glenn Snyder, vice-president and general manager of the station, suggested the matter be taken up with the FCC.

Interpretations Requested

It was out of this original action that an FCC inspector concluded there was no proper mention of sponsorship by Charles E. Fuller, who conducts the *Revival*, and that the public might believe it a sustaining program. The FCC concluded there was a failure of compliance with Section 317, and as a consequence issued the press release serving notice on all broadcasters.

Immediately following issuance of the release, the FCC was besieged with inquiries from broadcasters. In response to one telegraphic inquiry, it stated that its interpretation of the law did not require literal use of the phrases "furnished by" or "paid for". If the announcement is such as to convey the impression to the public that the program is sponsored, and if the sponsor is identified in such fashion as to clearly indicate that he is paying for the time, the terms of the law presumably will be construed as having been complied with, the Commission said.

The fact that the law was enacted before spot announcements, station-breaks or participation programs were developed, cast some doubt as to whether the current usage is permissible within limitations of the statute. The Commission is not disposed to state in advance whether particular types of announcements will conform with the law, its attorneys feeling that so long as the sponsor and the station permit the public to know they are hearing a paid program, there will be no conflicts. For example, an announcement of a time signal or weather report, simply giving the trade name of the product sponsoring the spot, probably would have to be broadened to make it clear that the spot was paid for. The Commission is disposed to leave the wording to the discretion of the stations, which as licensees are responsible to it.

Don't Fool the Public!

Because of station-break announcements running 30 words or even less, it is thought that some new technique may be evolved. In participation programs, it will unquestionably be desirable to announce in advance that the program is sponsored, or paid for or furnished by the list of commercial participants.

It also was pointed out that since enactment of the law in 1927 there has been no general complaint about the manner in which commercials have been announced with regard to identity of sponsorship either from Congress, the public or the FCC. Thus no upheaval of any character is contemplated.

On May 23—a week after the Commission's announcement—Andrew W. Bennett, NAB counsel, addressed a letter to the Commission asking for an interpretation of the section. He pointed out that heretofore the industry has interpreted the section as follows:

"The station is required to announce the sponsor of the program in such language as will acquaint the listener with the fact that the program is being broadcast as an advertisement if such is the case. The Federal Radio Commission ruled that advertising must be presented as such and not disguised, applying the same principle which has been applied to newspapers to prevent an advertisement from appearing on the surface to be a news item (see Third Annual Report, Federal Radio Commission, page 35). The plain intent of the section is to prevent a fraud being perpetrated on the listening public. Therefore, reference to the sponsor in such manner as to indicate to the listener that the program is paid for by the sponsor should be sufficient without the necessity of specifically using the words 'paid for'.

"An announcement of the fact that the program is presented by the 'X' company or that it is sponsored by the 'X' company, would appear to satisfy the provisions of the statute, since these terms have been publicized to such an extent by radio that the public understands such programs are paid for and are for the purpose of advertising the product of the sponsor. On the other hand, if the name of the sponsor is mentioned in such manner that it might be construed as an editorial comment on the part of the station or as an item of news, it would be contrary to the provisions of the Section."

A Plain Warning

Because of the number of requests received for clarification, Mr. Bennett asked the Commission to advise whether this interpretation was in accord with that of the Commission.

While no formal announcement had come from the FCC as BROADCASTING went to press, it was understood the Commission's views did not generally conflict with Mr. Bennett's letter. It was felt, however, that the FCC probably would amplify certain references.

In its press release, the Commission quoted the language of Section 317, which reads as follows:

> **"'All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person."**

It then pointed out that the notice follows reports of violations of the rule and warned the licensees "the Commission insists upon and expects, full compliance at all times

with the above quoted provision of the law."

It was apparent the Commission's action will bring an end to the few programs still sponsored anonymously. In several cities Sunday sponsorship of musical programs still prevails, donated by some leading citizen or organization which does not want its identity disclosed. It was stated flatly that such programs could not be broadcast under anonymous sponsorship.

A search of Congressional files discloses that on Feb. 27, 1926, the then chairman of the House Committee on Merchant Marine & Fisheries, Frank D. Scott, reported the first radio law to the House. Mr. Scott, now a Washington attorney specializing in Radio, at that time stated, apropos Section 317, that it simply required that all matter broadcast for which money or valuable consideration is paid shall be announced as paid for or furnished by the person who furnishes or pays for the program. "Its purpose is to make sure that advertising shall not be hidden from the listener," the formal legislative report stated.

The provision requiring identification is regarded as a desirable one even today if its enforcement is not carried to extremes. For example, it was pointed out, it obviously prevents propaganda broadcasts on a commercial basis without disclosure of the organization paying for them. Moreover, it is regarded as a safeguard against monopolization of a station's time by a single sponsor or group of sponsors without disclosure of their identity.

U. S. Program Control Opposed, *Fortune* Finds

A SURVEY in the June *Fortune* reports that only 26.8% of the persons interviewed, representing a cross-section of the nation, were favorable to the idea of having the Government "establish a bureau to supervise what should be produced over the radio." The overwhelming majority, 60.3%, voted that it should not while 12.9% either said "don't know" or qualified their answers.

A slightly higher percentage, 31.8%, favored Federal supervision of what should be produced in the movies, and only 15.3% favored supervision of what should be printed in newspapers and magazines. "Except for Negroes," *Fortune* comments, "a great many of whom have no opinions about radio and the movies, the majorities opposed to any kind of censorship are so substantial among all sorts and conditions of people that the breakdowns have little importance."

Milk Fund Voted

EXPENDITURE of $300,000 by the Bureau of Milk Publicity during the coming year is authorized by a bill passed by the New York State Assembly. Plans for 1939-1940 advertising have not been announced, although it is expected the account will again be directed by J. M. Mathes Inc., New York, which has handled it for several years.

Drawn for BROADCASTING by Sid Hix

"Whose Bright Idea Was It to Have a Real Horse on That Western Program?"

AP Board Lifts Sponsor Ban, Fixes Scale of Assessments

ACTING in accordance with the resolution passed by the members of the Associated Press at their annual convention last month [BROADCASTING, May 1], the executive committee of the AP board of directors on May 26 lifted the previous ban on the use of AP news on sponsored broadcasts and authorized the broadcasting of AP news by any member newspaper, as either commercial or sustaining material, under a series of regulations.

The committee's action provides for an additional assessment of 5% of the paper's basic assessment if AP news is used on sustaining programs and for a 25% increase if the news is sponsored. If the news is broadcast without sponsorship, AP must be credited, but "sponsored programs shall be broadcast by the member in the name of his newspaper and the AP shall not be identified therewith."

Network broadcasting of AP news is prohibited by a clause in the committee's resolution limiting broadcasting to the "member's city of publication". In cities where one paper has a day AP wire and another paper a night wire, broadcasts sold by each paper must be confined to its hours of publication unless the papers themselves work out some other arrangement.

Three-Month Clause

All commitments for broadcasting AP news are subject to the rules and regulations of AP and for the present all commitments shall be terminable on three months' notice, so that members can conform to any changes found to be necessary in these AP regulations. Resolution also specifically charges members with the responsibility for continuing to "guard the integrity of the news". Full text of the resolution follows:

Whereas, the membership at the last annual meeting urged that consideration be given to the matter of broadcasting of Associated Press News on commercially sponsored programs, and it has been necessary to establish tentative rules and regulations governing the broadcasting of such news,

Be it resolved: That the resolutions adopted on Oct. 5, 1933; Oct. 4, 1935; and Jan. 10, 1936, respecting the broadcasting of news of the Associated Press to be amended to read as follows:

Resolved: That the general news of the Associated Press may be broadcast by a member with or without commercial sponsorship until further notice, under the following rules and regulations:

That such news be broadcast only from the member's city of publication and in accordance with the regulations as to hours of publication, except as otherwise adjusted by concurrence of members in a city;

That if the broadcasting of such news is not commercially sponsored the members shall pay a special additional assessment therefor amounting to 5% of the first wire and general charge elements of the member's weekly assessment, and news of the Associated Press shall in all cases be credited to it;

That if the broadcasting of such news is part of a commercially sponsored program a special additional assessment shall be levied which shall be not less than 25% of the first wire and general charge elements of the city's assessment in the field in which the member broadcasts, plus any extra wire expense or other supplemental costs; such assessments are to be subject to revision by the board of directors; if two or more members occupying the same field broadcast Associated Press news in sponsored programs the special additional assessment is to be shared.

That sponsored programs shall be broadcast by the member in the name of his newspaper and the Associated Press shall not be identified therewith, nor shall news from other sources be included in such broadcast;

That the responsibilities of the member to guard the integrity of the news and protect the Associated Press shall apply in connection with all broadcasting;

That the special broadcasting assessment shall not apply to those broadcasting only EOS (extraordinary occasion service);

That commitments by members for the broadcasting of Associated Press news shall in all cases contain the provision that such broadcasting is subject to the rules and regulations of the Associated Press. In order to be able to conform to any change in these regulations found necessary to express more nearly the equities involved, members shall for the present and until further notice make no commitments that are not terminable on three months' notice;

That the management be authorized to require from members broadcasting Associated Press news under sponsorship such reports as are necessary to assure compliance with the regulations governing such broadcasting.

And be it further resolved:

That if any provision of this resolution conflicts with any provision of a prior resolution or resolutions, the provision of this resolution shall prevail.

Public Utility Sells WFBM to Bitner; Price Is $450,000

Jesse Kaufman President of Firm Acquiring Station

THE LAST of the public utility operated stations—WFBM, Indianapolis—has been sold by the Indianapolis Power & Light Co., subject to FCC approval, to a new corporation headed by Harry M. Bitner Sr., Hearst newspaper executive, his son, Harry M. Jr., and Jesse L. Kaufman, former general manager of WCAE, Pittsburgh, and now one of the operating managers of KFNF, Shenandoah, Ia.

Sale of the station, at a figure understood to be $450,000 cash, was approved May 25 by the board of directors of the utility, meeting in Chicago. The purchaser is WFBM Inc., newly-formed corporation of which Mr. Kaufman is president with the Bitners as stockholders. It is understood that the Bitners will be the principal owners, with the younger Bitner, now with the *Baltimore News-Post*, as resident operator. Mr. Kaufman, an experienced station executive, presumably will actively supervise operations.

WFBM is one of the oldest stations on CBS. It operates on 1230 kc. with 5,000 watts until local sunset and 1,000 watts at night. Roye E. Blossom has been its manager virtually since its beginning.

The senior Bitner is now a regional director for the Hearst Newspapers. He was formerly publisher of the *Pittsburgh Sun-Telegraph* and as such was president of the corporation operating WCAE, Hearst-owned outlet. Mr. Kaufman during that time was general manager of WCAE, and afterward became an executive of Hearst Radio Inc. in New York. Mr. Bitner has been a close student of broadcasting since his association with WCAE.

The only other utility-owned station in the country, according to official records, is WEEI, Boston, owned by Commonwealth Edison Co. but leased to CBS under a long-term contract. WTAM, Cleveland; WENR, Chicago, and WBAL, Baltimore, all were formerly licensed to public utilities but sold out to active radio organizations.

Philip J. Hennessey Jr., counsel for the new corporation, planned to file applications for the transfer promptly. He attended a conference in Indianapolis May 27 to perfect the papers. The $450,000 sales price is understood to include all physical property and equipment. The transmitter is located eight miles from Indianapolis and the studios are in the Power & Light Co. Bldg.

Censorship Seen in International Ruling

Sponsor Ban Off; Fear Program Clause

A NEW spectre of program censorship pervaded the Washington atmosphere after the formal release by the FCC May 23 of its new rules governing operation of international broadcast stations, which lift the commercial ban.

Phraseology used by the FCC in its rule limiting the type of commercial programs which can be broadcast to name-mention, and specifically restricting the international frequencies to service "which will reflect the culture of this country", immediately drew the fire of the industry. There was no quarrel with the commercialization of the international channels, designed to serve foreign listeners, but the alarm grew out of the precedent established in invoking restrictions on types of programs.

There was the prompt reaction that the Commission had overstepped the authority of the Communications Act, which prohibits censorship. Nevertheless, FCC attorneys and the Commission itself appeared to hold that the new rules, which become immediately effective, have a legal basis.

The first tangible move for relief will come through the NAB, as industry spokesman, in a letter taking sharp issue with the rules and demanding a hearing. The industry's position is that the FCC, on a matter of such importance, should not attempt to write regulations without hearing.

Neville Miller, NAB president, after conferences with international station operators, decided formally to petition the FCC to reopen the case, immediately recall the rules and postpone indefinitely their effective date, and afford the industry a hearing.

Don't Want to Reconsider

There is no disposition on the part of the FCC, on its own motion, to reconsider its action. Nevertheless, individual members are understood to feel that, if there should be need for clarification, the question will be reopened, though they do not see the basis for the "horrendous" editorial interpretations as to censorship, holding that the language used can be found in the Inter-American Radio Treaty. The State Department was fully conversant with the rules and assisted in their drafting.

Commissioner T. A. M. Craven, who first opposed the phraseology as dangerously approaching censorship, finally yielded to the interpretations of the FCC attorneys that it did not transcend the law. Commissioner George H. Payne, onetime newspaper and publicity man, is understood to have been its strongest protagonist. FCC minutes show that on April 24, when the matter was first considered, Comdr. Craven alone voted against the language of the rule.

Reaction reached the point where it was deemed likely that extreme steps would be taken by certain of the 14 international licensees. The view was held in some quarters that the "censorship" provisions were so untenable that, rather than subscribe to them, the licensees might be disposed to turn in their licenses or perhaps not seek renewal of them when they expire Nov. 1.

Some May Drop Licenses

The view prevailed that there would be forfeitures of licenses not only because of the censorship provision but also due to the requirement that 50,000-watt transmitters be installed by July 1 next year. These involve roughly an investment of possibly $100,000 each for transmitter and related equipment. It is generally felt the possibilities of revenue from shortwave sponsors under the rigid limitations are practically nil.

It was thought also that the State Department, in its zeal to avoid any reactions against commercialism, had insisted upon inclusion of the "cultural" provision as well as that dealing with promotion of international goodwill.

There was sharp editorial criticism in the press against the Commission's move, which was looked upon as an attempt to "grab" program control. It was thought that in the light of the pending Congressional situation, an effort might be made to petition Congress to undertake its long-delayed investigation of the FCC and settle the censorship issue once and for all. That view is taken particularly in the light of implied feelings of members of the FCC Network - Monopoly Committee which augur for drastic recommendations to Congress in connection with radio regulation, possibly dealing with licensing of networks, multiple ownership, leases and similar aspects of the law which have been under scrutiny and criticized from time to time.

Sponsor Prospects Uncertain

Totally aside from the policy and censorship implications of the new rules, networks and other licensees of international stations found themselves in something of a quandary. Because there was no hearing in advance of the rules, station operators were in no position to canvass the field of potential advertisers or get other data on which sales structures could be built and rates fixed. At present the field is looked upon as a very limited one from the standpoint of rates, though there are possibilities of its eventual development under proper conditions.

Neither of the major networks requested the Commission in recent weeks to change the international rules and therefore the announcement came as a surprise, though it had been predicted a fortnight ago [BROADCASTING, May 15].

There are no accurate figures on the number of shortwave sets in South America, looked upon as the most likely market for sponsored products or services. Rough estimates place the figure around 40,000 to 50,000. Most American firms place their advertising in that market through local distributors or agencies, and radio is often used on a spot basis over domestic stations. Moreover, it is felt that domestic network advertisers would want to use the same programs for international broadcasts rather than tailor new presentations at additional expense, aside from rate. Great difficulty would be encountered under the new rules, it is felt, in making such rebroadcasts of regular network programs fit the requirements.

Could Be Extended

The FCC minutes for its May 23 meeting show that the five members present voted unanimously for the rules (McNinch and Thompson absent.)

As exclusively predicted in the May 15 issue of BROADCASTING, the FCC transformed the international broadcast field from an experimental to a commercial service by lifting the non-commercial ban. It also restricted products to be advertised to those available on the open market in the foreign countries to which the program is directed. But the descriptive language used caused the immediate controversy.

In informed quarters it was pointed out that if the Commission can restrict the type of advertising on commercial international stations, it is but a short step to similar restrictions on standard broadcast service. The contention is that the Commission, once it removes a station from an experimental or non-commercial classification, can do no more than set up technical standards of operation and leave program content to the judgment of the operator save for whatever specific provisions are contained in the act itself. It would have recourse, it is pointed out, to revocation or license renewal proceedings against the stations under the public interest clause in the event of a transgression.

Despite this argument, the FCC contends it has full authority under the provision of the Communications Act (Section 303) authoriz-

(*Continued on page 60*)

Newspapers See Censorship Dangers In New International Ruling of FCC

STRONG editorial criticism was directed at the FCC's new rule requiring international stations to render program service which will "reflect the culture of this country and which will promote international good-will, understanding and cooperation."

The action was viewed by at least one writer not only as a direct threat of censorship against all radio but also against the press. David Lawrence, noted columnist who repeatedly has maintained that the FCC is simply a "traffic cop" of the air and must keep hands off programs, called the action a blunder which, if uncorrected, "can mean the beginning of a fascist censorship of the press as well as the radio in America."

Mr. Lawrence pointed out that the restriction is contrary to what President Roosevelt himself promised on May 9 [BROADCASTING, May 15] when he declared that the radio function of Government is confined "to such controls of operation as are necessary to prevent complete confusion on the air." And that "in all other respects the radio is as free as the press."

And Then Newspapers

If a Governmental agency may say what is or is not international good-will, "censorship in fact exists", Mr. Lawrence wrote, adding that it was a short step for the Federal Government to contend that, because newspapers carry second-class mail, they can be regulated as to their content. The Post Office Department, he declared, might say that editorials or articles which do not tend to promote good-will should be prohibited from publication in newspapers or magazines exported to foreign countries. That, he added, would be on all fours with the FCC action.

Mr. Lawrence advocated an injunction against the Commission asking the courts to restrain it from applying any such order to radio as one way of getting the issue decided. He described it as one of the most important things that has happened since radio began, pointing out it is hardly an accidental move "because for the last three years various members of the Commission here have in public speeches indicated their belief that the Commission has a right to censor programs or that Congress can order censorship just because wavelengths are licensed by the Federal Government."

Times Sees Censorship

The New York Times in an editorial May 25, said "the new rule might easily lend itself to an interpretation that might bring about a real censorship." It foresaw "definite dangers" in the rule as now written.

"If our international broadcast programs are to be censored so that they shall not offend this or that foreign Government," said the *Times* editorial, "it is only a step to the argument that it is at least as desirable to censor our domestic programs so that they shall not offend our own Government. It is not practical to consider the feelings of foreign rulers more tenderly than the feelings of our own. Censorship of all kinds has an inevitable tendency to spread.

"A ruling such as the FCC has just announced, moreover, must tend to give our Government a responsibility for private utterances that it would not otherwise have. To announce that only those programs will be authorized which promote international good-will, to imply that no program will be permitted that has the Government's

(*Continued on page 61*)

XUM

Pro Grid Signed By General Mills

Acquires National League for Season, Except Green Bay

GENERAL MILLS has purchased the exclusive broadcasting rights for all games played by the National Football League, professional football association, during the coming season, with the exception of the home games of the Green Bay (Wis.) Packers, which for some years have been broadcast by Wadhams Oil Co., Milwaukee. Games will be sponsored solely by General Mills, with Wheaties as the advertised product.

This will be General Mills' initial venture into football broadcasting on a national scale, although for several years the company has been one of the largest sponsors of baseball, both alone and in cooperation with other advertisers. Last year marked its first football schedule, when it sponsored play-by-play accounts of the games of the Chicago Cardinals and Bears on WJJD, Chicago, and WIND, Gary.

List About Ready

Details of the broadcasting schedule have not yet been worked out, but the company hopes to announce the list of stations, announcers and times of broadcasts within the near future, according to Brad Robinson, manager of the New York office of Knox Reeves, advertising agency in charge of all of General Mills' sports broadcasting.

Mr. Robinson definitely denied reports, published elsewhere, that General Mills has purchased exclusive broadcasting rights of all games of the Philadelphia National League baseball team for the next five years, which he characterized as a "lot of newspaper talk". While he declined to discuss the matter or to give any explanation of the origin of such a report, he did state that to his definite knowledge General Mills has not signed a five-year contract with any team.

The playing schedule of the league follows:

Sept. 10 — Pittsburgh at Philadelphia, Cardinals at Detroit.
Sept. 14—Pittsburgh at Brooklyn*.
Sept. 15—Cleveland at Chicago Bears*.
Sept. 17—Chicago Cardinals at Green Bay, Washington at Philadelphia.
Sept. 20—Cleveland at Brooklyn*.
Sept. 24—Chicago Bears at Green Bay, Cardinals at Pittsburgh, New York at Philadelphia, Brooklyn at Detroit.
Oct. 1—Brooklyn at Philadelphia, New York at Washington, Detroit at Cardinals*, Cleveland at Green Bay, Chicago Bears at Pittsburgh.
Oct. 8—Brooklyn at Washington, Green Bay at Cardinals, Chicago Bears at Cleveland, New York at Pittsburgh.
Oct. 15 — Pittsburgh at Washington, Philadelphia at New York, Chicago Cardinals at Chicago Bears, Cleveland at Detroit.
Oct. 22 — Washington at Pittsburgh, Philadelphia at Brooklyn, Detroit at Green Bay, Cleveland at Cardinals, Bears at New York.
Oct. 29— New York at Brooklyn, Washington at Green Bay, Pittsburgh at Cleveland, Detroit at Chicago Bears.
Nov. 5—New York at Detroit, Cardinals at Cleveland, Green Bay at Chicago Bears, Brooklyn at Pittsburgh, Philadelphia at Washington.
Nov. 12—Washington at Brooklyn, Green Bay at Philadelphia, Chicago Bears at Detroit, Chicago Cardinals at New York.
Nov. 19—Green Bay at Brooklyn, Chicago Cardinals at Washington, Pittsburgh at New York, Philadelphia at Chicago Bears, Detroit at Cleveland.
Nov. 26—Brooklyn at New York, Detroit at Washington, Chicago Bears at Chicago Cardinals, Green Bay at Cleveland, Philadelphia at Pittsburgh.
Nov. 30—Green Bay at Detroit, Philadelphia at Cleveland.
Dec. 3—Washington at New York.

* Night Games

WJR Sets Grid Plans

SETTING its football schedules early, WJR, Detroit, announces that it has secured exclusive commercial rights to broadcast all University of Michigan games at home and away this fall. At the same time it announced that General Mills has exercised an option to sponsor all games of the Detroit Lions, pro team owned by G. A. (Dick) Richards, president, and Leo Fitzpatrick, executive vice-president, of WJR. Harry Wismer will announce both the Saturday games of the Wolverines and the Sunday games of the Lions.

Ball Player Sues

SUITS seeking $150,000 in damages for alleged slander in a baseball broadcast, have been filed in the Massachusetts courts by Paul Waner, outfielder of the Pittsburgh Pirates, according to a dispatch published May 20 in the *Pittsburgh Post-Gazette*. The suits, the newspaper report stated, had been filed against John J. Stevens, Yankee Network announcer, and the Yankee Network, and allege that Stevens in a broadcast on May 1 had made derogatory remarks about Waner. Two of the suits, the report added, were filed in Suffolk Superior Court against the Yankee Network and the third in the Norfolk Superior Court against Stevens. So far as could be ascertained at Yankee Network headquarters, no papers had been served.

Night Games to WPEN

NIGHT games of the Philadelphia Athletics, broadcast under sponsorship of General Mills and Socony-Vacuum Co., have been shifted to WPEN, Philadelphia, effective May 24. WCAU, originally scheduled for all games, continues to broadcast the daytime contests, but found itself unable to clear its regular evening commercial schedule satisfactorily. Bill Dyer announces both daytime and evening games. On May 25, the broadcasts of the games of the Rochester Red Wings, under the same dual sponsorship, were moved from WHAM to WSAY. Harry McTigue continues as announcer for these games. Knox Reeves, agency for General Mills, handles arrangements for all sports broadcast in which the company participates.

Ethyl's New Spot

ETHYL GASOLINE Corp., New York, on June 5 will present *Tune-Up Time* in the Monday evening 8-8:30 p. m. spot on 60 CBS stations, which was vacated May 29 by *Cavalcade of America*, sponsored by E. I. duPont de Nemours & Co. The Ethyl program, now heard on CBS Thursdays from 10 to 10:45 p. m., will feature the same talent after the shift, namely Andre Kostelanetz' orchestra, Kay Thompson's rhythm singers, and Walter O'Keefe as m.c. BBDO, New York, is the agency for both accounts.

KENTUCKY DERBY was heard by 13.4% of set owners, it is reported by the CAB (Crossley), which also found that 10.1% tuned in to hear the Duke of Windsor make his peace plea from France. Baseball has an average rating of 17.7 for the weeks of April 19-25 and May 3-9, CAB states.

Kudos for Ashbys

WHEN A. L. Ashby, general counsel for NBC, delivers the commencement address June 18 at his alma mater, Olivet College, Olivet, Mich., two other Ashbys will be among his audience — his father, J. H. Ashby, on whom the college is conferring an honorary degree, and his son, John Lee Ashby, who is a member of the 1939 graduating class.

119 on Gulfspray List

GULF OIL Corp., Pittsburgh, on various dates between May 15 and May 23 started a 13-week campaign for Gulfspray insecticide using twice-weekly quarter-hour transcriptions of songs by Jack Berch. Young & Rubicam, the agency, placed the series on these 119 stations:

KMBL	KELD	KCMC	KLRA	WQBC
WCOC	WFOR	WAML	WTJS	KFPW
KPAC	KSAM	KPLT	KRRV	KRBA
KRIS	KNEL	KGKL	KRLH	KBST
KGKB	KRBC	KDNT	KFYO	KFPL
KVWC	KPDN	WRDW	WMAZ	WGTM
WEED	WRAL	WSTP	WDNC	WAYZ
WTOC	WMFJ	WJNO	WBIG	WAIR
WCOA	WTAL	WPAX	WGPC	WRBL
WCSC	WFTC	WIS	WALA	WHBB
WAGF	KALB	KVOL	KPLC	KGNC
KAND	KNET	KTEM	WACO	KFRO
KGFI	WNBX	WTRC	WDEL	WDBJ
WKZO	WEBQ	WBCM	WICA	WFDF
WHBU	WALR	WDZ	WPAY	WNBH
WBTM	WKOK	WHDL	WLEU	WJLS
WMFF	WJTN	WNBZ	WGNY	WMBO
WJIM	CFLC	WFMD	WSAL	WOAI
KNOW	KRLD	WGST	WJAX	WSUN
WBRC	WWL	WJDX	WMC	WSM
WCKY	WJAS	WCHS	WHAS	WPAD
WRVA	WHP	WPG	WFBR	WGY
WFEA	KTHS	WNOX	WAPO	WJHL
WGRM	WJBY	WJRD	WMFO.	

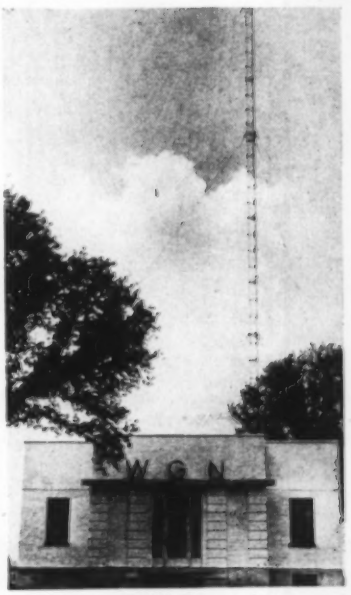
Tydol Summer Plans

TIDEWATER ASSOCIATED Oil Co., New York, has planned an extensive summer advertising campaign to promote Tydol Flying "A" gasoline and is using news and sports broadcasts on Eastern stations among other media to introduce the new fuel in the East and to advertise the company's Veedol motor oil. Broadcasts include, besides dealer spot tie-ins in two or three markets, participation in the daily *Yankee Network News* programs; Stan Lomax's sports broadcasts thrice weekly on WOR, Newark; news twice a day, six days a week on WFIL, Philadelphia, and WHEC, Rochester; Leo Bolley's sports programs thrice weekly on WGY, Schenectady, and Bolley's sports six times a week on WFBL, Syracuse. Lennen & Mitchell, New York, is agency.

Pure Oil Sports

PURE OIL Co., Chicago, on June 1 starts twice weekly 15-minute sports programs on WDAY, Fargo, and KFYR, Bismarck, N. D. Sponsor is also using a varying schedule of news programs and 100-word announcements on WKZO, Kalamazoo; WBCM, Bay City, Mich.; KVOL, Lafayette, La.; KFDM, Beaumont, Tex. The series which supplements *Kaltenborn in the News* heard twice weekly on 42 CBS stations [BROADCASTING, April 15] may be expanded in late summer. Leo Burnett Co., Chicago, is agency.

WESTERN COURSES Inc., 510 South Spring St., Los Angeles, handling Dale Carnegie's courses on the West Coast, plans to use radio along with other media to promote the classes. Faraon Joy Moss, Hollywood, handles the account.



New WGN Transmitter

NEW $250,000 transmitter plant of WGN, Chicago, 25 miles northwest of Chicago's Loop, has been placed in regular service. The 750-foot Truscon tower is situated on a 101-acre tract on Route 53 near Roselle, Ill. Weighing 65 tons, the tower rests on a single pivotal base of porcelain less than a foot in diameter and capable of supporting 900 tons.

Designed to withstand winds of 110 miles an hour, the tower is equipped with flasher beacons lighted automatically by a photo-electric cell when the light falls below a certain minimum in the daytime. The ground system consists of 120 thin copper strips each 800 feet long (nearly 18 miles), spreading clockwise from the base of the radiator. The transmitter house is equipped with complete living quarters for the transmitter crew. Measurements indicate that WGN's signal strength in the Chicago area is increased 40% and listeners within a 400-mile radius of Chicago have written that daytime reception is much improved, according to officials of WGN. Installation of the new plant was supervised by Carl J. Meyers, WGN chief engineer.

Gulf *Guild* to Return

WHEN Gulf Oil Corp. completes its present CBS *Screen Guild Show* series on June 4, a total of $220,000 will have been paid to the Motion Picture Relief Fund by the sponsor. Guest film stars appearing on the weekly half-hour program contribute their services. The money ordinarily paid them is turned over instead by Gulf Oil Corp. to the WPRE for a new home for aged and indigent motion picture workers. Actual construction and purchase of the site will not be undertaken until the MPRF has reached its $500,000 quota, which is assured on completion of the 1939-1940 Gulf series which will add $390,000 to the fund. *Screen Guild Show*, following the June 4 broadcast, will be replaced for 13 weeks by a summer program featuring Erno Rappe and orchestra with Jane Froman and Jan Peerce, vocalists. *Screen Guild Show* is scheduled to return in early September. Agency is Young & Rubicam, New York.

ASCAP Payments at Source In New Contracts, Says Mills

Awaits Industry's Desires as to Type of Pact; Special Newspaper Fees to Be Eliminated

NEW ASCAP contracts covering radio performing rights will carry a requirement for payment at the source for both network and transcription clearances, according to E. Claude Mills, chairman of the Administrative Committee of the Society and director of all past negotiations with the broadcasting industry.

Addressing the NAB district meeting in Ponte Vedra, Fla., May 15, attended by broadcasters from Florida, Georgia and Alabama, Mr. Mills said he would "never consent to a formula again in which the entire fee in respect of a network broadcast is not paid at the source." He discussed all other phases of ASCAP relations with broadcasters, historically as well as current and promised "reasonable" action by his group.

Mr. Mills said ASCAP was awaiting word from the industry as to what type of contract arrangement it wants when present five-year contracts expire Dec. 31, 1940. He served notice that broadcasters would not get music for less, and said that he could not say whether the figure would be the same because he did not know.

At the Source

Apropos clearance at the source, a moot question in the industry, Mr. Mills said that while his statement was not ASCAP's pledge he personally will insist on payment at the source. "In a network broadcast," he declared, "the entire fee will be paid at the source. The network people understand that is my opinion."

The newspaper form of contract, under which newspaper-owned stations have paid only on programs using ASCAP music, with a guaranteed minimum, will be discontinued, he said, there will be no discrimination. He denied there had been discrimination in the past. A newspaper contract has not been written since the close of 1935 "and we will never write another."

"We will never expose ourselves to be again criticized by anyone as we have by you. We know from now on there will be only one formula. We prefer that to be a formula of your choice. But when we say 'your choice' we do not mean either the choice of the networks, the choice of the independents but the choice of the industry and I think the industry can only express its choice through the official central spokesman and the only spokesman is your trade association."

After his talk broadcasters questioned him particularly in connection with clearance at the source. Fred W. Borton, president of WQAM, Miami, asked if the statement meant the cost would be shifted from the affiliate to the network. After explaining the manner in which networks pay ASCAP, Mr. Mills said that "wherever the source of the broadcast is, the fee shall be paid for the whole network."

Transcriptions also will be cleared in that fashion, which Mr. Mills defined as "perfectly just". Station contracts with transcription companies should have language in them that is provisional, he advised. "If you have an ASCAP license, you will not infringe," he declared.

When E. K. Cargill, manager of WMAZ, Macon, asked if there was possibility of a radio license being extended for ten years, Mr. Mills observed: "We would like more than anything else to have the broadcasting industry present to us an exact and concise detail of what it would like to have. If you would like to have 10 years, state that; 50 years—state that, or a shorter term with renewal subject to some sort of arbitration—state that * * * If you are going to pay royalties, state why, where and when and under what formula."

In opening his address, Mr. Mills called for peace and tranquillity, declaring that ASCAP is composed of reasonable men and desires to live peacefully and in a friendly and neighborly understanding "instead of like bull-dogs".

He recounted the history of original ASCAP negotiations, dating back to 1932 and explained that ASCAP has a problem in its own house since present agreements with composer members expire in 1940, coincident with the broadcasters contracts.

"Per-piece" and the newspaper form of contract were disparaged as expensive, unwieldy and out of the question from the broadcasters' standpoint, although he insisted ASCAP was simply awaiting word from the industry as to its desires. The average broadcast station, excluding the larger stations and networks, could not afford the kind of system required to keep tab on per-piece operation, he said.

As for the newspaper formula, he said it would mean that stations would have to keep complete, accurate and authentic logs of all music used, requiring in any station a minimum of two or three clerks.

Some Favor Currying

Going back to the origin of the newspaper contracts, Mr. Mills said ASCAP does not deny it shares the common instinct to curry newspapers' favor. The proponents of the newspaper contract advanced the argument that newspapers contributed to development of music consciousness and encouragement of culture of music in the country, he explained.

Declaring that ASCAP's overhead costs in the past have been slightly over 18% but now run between 20% and 21%, Mr. Mills warned that "we hope to get it all back from you," implying that the expenditures of ASCAP to defend itself from anti-ASCAP legislation supported by broadcasters would be sought in any new contract.

Regarding State legislation, Mr. Mills said that ASCAP may decide not to oppose one of these bills and then the industry must find out how to get licenses to use copyrighted music. He said that if broadcasters were "sane" they would not leave it to ASCAP to oppose the bills but would oppose them on their own volition.

"You are not going to scare us out of existence," he said. "We are going to be here until the Government dissolves us or until we decide to disband."

Mr. Mills disclosed that in any new Federal copyright legislation ASCAP will not oppose reduction in the statutory minimum damages from $250 per infringement to probably minimum damages of $50 for a network broadcast, and $25 per station except as to the originating stations, which would be $150.

THRILLED and wide-eyed was Ruth Sheehan, who as Ruth Barrett covers the feminine angle on WFIL, Philadelphia, for Lit Bros. Store, as she recently rode the cab of a Westinghouse streamliner on the Pennsylvania Railroad from Philadelphia to New York. She is WFIL's entry for the mythical prettiest radio lady title.

NAB Making Study of Copyright Fees Preparatory to Atlantic City Meeting

AS INDUSTRY sentiment crystallizes in favor of royalty payments to ASCAP on a "per program" basis, with responsibility at the source, the NAB is making a broad-based study of copyright payments to provide the full picture of the controverted question for the Convention in Atlantic City July 10-13.

Bringing out that the Copyright Committee of the NAB, at its meetings last March, adopted a resolution favoring a new contract which would become effective Jan. 1, 1941, predicated on the payment of revenue derived only from programs using ASCAP music, NAB President Neville Miller May 22 sent to all station managers a questionnaire seeking detailed information regarding copyrighted payments made by stations since 1931, plus certain other data. He emphasized that the Copyright Committee desires to secure the most acceptable type of contract but that until sufficient information and statistics are procured, it is not in a position to know the effect of the proposed "per program" arrangement.

Mr. Miller himself has been in frequent conference with John G. Paine, ASCAP general manager, on "exploratory" phases of the contract renewals. It is his plan to present the entire matter to the NAB convention for preliminary action. Since the convention occurs 17 months prior to the expiration of the current five-year compacts, it is felt there is ample time for discussion of the matter at the convention.

Committee to Meet

A meeting of the Copyright Committee, comprising 11 representatives of networks and clear channel, regional and local stations, has been called by President Miller in New York June 5-6.

The resolution adopted by the Copyright Committee last March favors the so-called newspaper station contract as opposed to the present schedule. Under the newspaper contract, stations pay 5% of their receipts on programs using ASCAP music plus an arbitrary sustaining fee. Other stations, however, pay 5% of receipts from all time sales plus an arbitrary sustaining fee whether the commercials are news, drama or other types of renditions which do not use any character of music. Another question is the responsibility for clearance of program material at the source (network key stations).

ASCAP has claimed that during 1938, the broadcasting industry paid into its coffers only $3,800,000. Industry estimates have been around the $5,000,000 figure. Based on such a figure, NAB President Miller points out that since a five-year contract would involve nearly $20,000,000, the problem is of transcendent importance.

In discussing the questionnaire, he emphasized that the responses will be kept strictly confidential. Along with the questionnaire, stations were supplied with forms on which they were asked to keep a record of musical numbers played during seven consecutive days. With this data, a study can be made of the music actually used by stations in an effort to ascertain which of the various plans for payment of royalties would be most advantageous.

The three plans which have been projected include one for payment on a per piece or per use basis; for payment on a per program basis, and finally on the basis similar to the system now in force, payment of a percentage of station income plus an arbitrary sustaining fee. Information also is being elicited on whether broadcasters would favor a five-year or a ten-year contract.

John Elmer, president of WCBM, Baltimore, and former NAB president, a member of the Copyright Committee, recently sent a questionnaire to some 380 independent stations seeking their views on copyright. Responses, he declared, have been gratifying up to this time. Members of the Copyright Committee, of which President Miller is chairman, are Edwin W. Craig, WSM; Walter J. Damm, WTMJ; John Elmer, WCBM; I. R. Lounsberry, WGR; Gregory Gentling, KROC; Edward Klauber, CBS; Lenox Lohr, NBC; Clair McCollough, WGAL; John Shepard, 3d, Yankee Network; T. C. Streibert, MBS; Harold Wheelahan, WSMB.

AFRA Asking $1 For Commercials

Demand for Extra Fee Brings Stalemate in Negotiations

DEMANDS by the American Federation of Radio Artists that announcers receive extra pay for commercials, ranging from $1 up for a spot announcement, have resulted in a stalemate in current negotiations of the union with a number of stations.

AFRA currently is negotiating with WCKY, Cincinnati, and three CBS owned 50,000-watt stations—WBBM, KMOX and KNX. The extra pay proposal, in which it is asking roughly 20% of the major network code for announcers in outlying stations, has become a vexatious problem, according to negotiating stations.

Waiver Clause

Emily Holt, executive secretary of AFRA, is handling the negotiations involving KMOX. In Cincinnati, Maj. James P. Holmes, of Chicago, said to be a former station operator, is in charge. WLW, which signed a fortnight ago, was said to be the first individual station to agree to the extra pay proposition regarding commercials. Joseph L. Miller, NAB labor relations director, is handling the negotiations on behalf of WCKY, at the instance of L. B. Wilson, station owner.

It also was learned that AFRA is beginning to tighten up on the waiver clause in its network contracts, dealing with sustaining program and amateur talent. While the headquarters organization claims it has never denied a waiver request, reports are that it is showing less of a disposition to grant them. Station and network officials harbor the view that its moves in this direction may border on program censorship since it deals with non-members of the union.

Buying Out Va. Local

HOLDINGS of the 10 other stockholders in Piedmont Broadcasting Corp., licensee of WBTM, Danville, Va., will be acquired by L. N. Dibrell, president and 43% stockholder, if the FCC grants an application for transfer of control made public May 29. Mr. Dibrell, local bank president and tobacco dealer, seeks to purchase the 20% stock owned by C. S. Ondarcho, station manager, the 10% by W. P. Hefferman, program director, and the smaller holdings of other local business men. The purchase price was not disclosed.

To Promote Travel

ONTARIO Department of Highways on June 14 starts a 13-week sponsored campaign of dramatized weekly programs about places in Ontario to visit by motor. The programs will originate at CFRB, Toronto, and will be piped to CKOC, Hamilton; CKLW, Windsor; CFRC, Kingston; CKCO, Ottawa; CJIC, Sault Ste. Marie; CFCH, North Bay. The account was placed direct.

IMPERIAL BROADCASTING Co., 165 W. Wacker Drive, Chicago, is a new program firm headed by William T. Cavanagh, formerly of WLS, Chicago, and Harry L. Thomas, formerly of Gardner Adv. Co., St. Louis.

FTC Finds Advertisers and Agencies Cooperating in Advertising Checkups

VOLUNTARY cooperation of advertisers and advertising agencies with the Federal Trade Commission is leading to "conspicuous results" in curbing false and misleading advertising claims, PGad B. Morehouse, director of the FTC Radio & Periodical division, told the annual meeting of the Proprietary Assn. in New York, May 16. Outlining the progress made by the new FTC division, which scrutinizes newspaper, magazine and radio advertising, in the last year since passage of the Wheeler-Lea amendments to the FTC Act, Mr. Morehouse denied not only allegations of a "wishy-washy attitude" on the part of the FTC, but also refuted claims that it was "picking on a couple of little fellows, but proceeding with qualms against bigger concerns".

The Radio & Periodicals Division annually scrutinizes more than 1,000,000 pages of commercial radio scripts, Mr. Morehouse estimated, along with about 1,000 magazines of interstate distribution and 500 editions of "representative newspapers". From the data accumulated in this way, analyses are made of the source of false and misleading advertising, segregated by groups and classified as to circulation and geographical location, he pointed out, adding that of the total kinds of articles in advertisements marked for investigation during the last year, food, drugs, cosmetics and devices comprised 48.7%.

Agencies Now Cited

"Partially in the hope of promoting more thorough self-censorship by advertising agencies, the Commission now proceeds against them, as well as against vendor advertisers, on the ground that the agency participated in the dissemination of the false or misleading copy," Mr. Morehouse commented. "I believe similar action will be taken against any publicity medium found to be actively participating in the preparation and dissemination of false or misleading copy. This action by the Commission is comparatively recent, but it is believed that its effect will soon be felt conspicuously in this field.

"It is not the spirit of the FTC to 'crack down', although that term has often been used by the reporters in reference to its activities. It feels that all honest businessmen who really believe in free enterprise with a fair field and an equal chance to all have extended and will continue to extend their heartiest cooperation.

"I hope the day of continual argument between the advertising copywriter who wants to be honest and the sales manager who cares more for 'punch' is waning. Some of the public has become 'punch conscious' if not 'punch drunk' with exaggerated advertising. Many of the larger advertisers are beginning to take this fully into account. I believe the public is coming to be much less interested and giving less response to the type of advertising which continually calls for the corrective action of the FTC and that the time is not far distant when the unremitting efforts of the FTC and the voluntary efforts of the various forces cooperating together to this common end, will achieve far-reaching results toward promoting greater consumer satisfaction and general public welfare in this field."

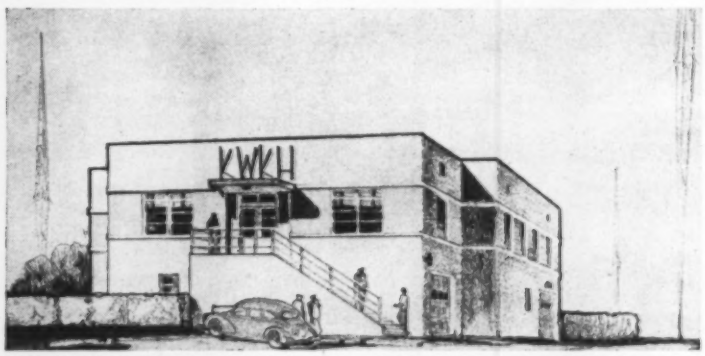
Blue Barrel Soap

HASKINS Bros. & Co. Omaha (Blue Barrel soap), is using six weekly participations on KMA KFAB KMMJ KOIL KSOO WIBA. It is understood the series will be expanded to quarter-hour programs this fall. Buchanan-Thomas Adv. Agency, Omaha, handles the account.

Asks for Complaints

AN APPEAL to women to write their complaints concerning radio to the broadcasting companies, so that constant improvement in the American system of broadcasting can be maintained, was made by Alma Kitchell, assistant director of women's activities of NBC, at the recent annual congress of the National Society of New England Women.

IRNA PHILLIPS, author of *Guiding Light*, *Road to Life* and *Woman in White*, began her 10th year of radio writing May 30. Miss Phillips estimates she writes two million words of script each year.



READY BY SEPT. 15 will be this ultra-modern transmitter house of KWKH, Shreveport, recently authorized to boost its power to 50,000 watts. This building is part of a $200,000 modernization program undertaken by the John Ewing stations (KWKH and KTBS). On the 32-acre tract where construction is now in progress will also be built a complete home for the chief engineer. A Western Electric transmitter and three 475-foot Truscon towers will be installed. Paul Godley is consulting engineer for the building and modernization project.

Elliott Roosevelt Series Is Slated to Go National

EMERSON Radio & Phonograph Co., New York, is negotiating with MBS for expansion of the twice-weekly Elliott Roosevelt news broadcasts now on Texas State Network to a nationwide MBS network. No contract has yet been signed but the Emerson agency, Lightfoot Associates, New York, said a statement probably would be issued shortly. Mr. Roosevelt started the series on his own network May 1 as a 26-week test, under the title *Texas in the World News*. Emerson on May 9 extended its series of thrice-weekly news broadcasts on WMCA, New York, to a five-weekly basis, also continuing to use thrice-weekly news programs on WOL, Washington.

Lever's Fall Plans

LEVER BROS. Co., Cambridge, despite reports to the contrary, will make no changes in the present setup of its CBS *Tuesday Night Party* with Dick Powell, according to Lawton Campbell, vice-president and radio director of Ruthrauff & Ryan, New York, when in Hollywood during May. He declared that the sponsor was satisfied with Powell's work and that the program will continue through July 18 when the eight-week summer layoff begins. Mr. Campbell was in Hollywood to talk over a new contract with Edward G. Robinson for the fall CBS *Big Town* series, which starts a summer respite July 18. He would not commit himself to future plans, but stated that time had been reserved on CBS for return of both shows in September.

Films as Sponsors

WITH 20th Century-Fox Films sponsoring the recent Kentucky Derby on CBS in behalf of "Rose of Washington Square", and the same producer on May 30 sponsoring the premiere of "Young Mr. Lincoln" from Springfield, Ill. on 70 MBS stations, the prospects of further paid sponsorship of radio programs by film programs appeared to be heightening. It was reported that Paramount is now considering buying an MBS network for an undisclosed program. Some local sponsorship was secured during recent broadcasts in behalf of "Union Pacific", but free time was asked—and secured—for the premiere of the recent showing of Dodge City.

Opposes Program Control

TAKING a strong stand against the adoption by the FCC of rules governing broadcast program services, Commissioner T. A. M. Craven, speaking May 17 before radio students of Columbia University, asserted that he considered this "impracticable because it has the danger of requiring the Commission to exercise a regimented control of program service which would result in the imposition of its judgment upon the American people."

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on May 29 started two programs on WOR, Newark—*Hoosier Hotshots*, Mondays, Wednesdays and Fridays 1:10-1:15 p.m., and *The Vass Family*, Tuesdays and Thursdays at the same time. Wade Adv. Agency, Chicago, is the agency.

Networks Give Graphic Story Of Naval Submarine Disaster

WLAW, Lawrence, Mass., Is First on the Scene, Tying Up With Prof. Pickard's Station

THOROUGH radio coverage of the sinking of the Navy submarine *Squalus* the morning of May 23 off Portsmouth, N. H., was given by NBC, CBS and MBS, all of which broadcast continuous remotes and news bulletins describing the rescue work. WLAW, Lawrence, Mass., was first to arrive at the scene of disaster, using a special launch equipped with the station's portable transmitter W1XRZ. The boat was 15 hours ahead of any others on the spot.

When first news of the disaster was received on the news tickers of the *Lawrence Eagle* and *Tribune* and flashed on their affiliated WLAW, Manager Irving E. Rogers, Program Director Stanley N. Schultz, and John A. O'Hearn, city editor of the *Tribune*, sent a crew to Seabrook, N. H., and the experimental laboratory of Prof. Greenleaf W. Pickard, noted radio scientist, who operates his own experimental station. With his cooperation, they immediately established a land station. Chartering a launch, the crew then headed to sea with the portable transmitter.

From the Scene

The station's first on-the-scene broadcast was at 7:30 p. m. May 23, and WLAW began feeding NBC through its portable unit at 11:15 p. m. that night. The WLAW crew returned to the scene May 24 at 4 a. m., and from the opening pickup at 6 a. m. made hourly feeds until 9:15 and then three quarter-hour feeds until 10:30, supplementing these on-the-scene pickups with programs of local interest during the rest of the day.

In the WLAW crew were Herbert Brown, engineer, Tyler Byrnes, operator, Jack Malloy, chief announcer, along with Louis A. Wefers and Gene Kelley of the *Tribune* editorial and photo staff The New England Telegraph & Telephone Co. the afternoon of May 23 sent a special crew to Seabrook to string the emergency land wires that carried the pickups to WLAW studios and transmitter.

NBC, immediately after receiving news of the accident, sent a crew of 10 from New York to Portsmouth under direction of Adolf J. Schneider, of the special events department. Among this crew were Engineers Arthur Felman and Bill Eddy. The latter had formerly served under Lieut. Oliver Naquin, commander of the *Squalus*, while on active duty in the submarine service. Two crews were also sent from WTIC, Hartford, and WBZ, Boston, and Hal Wilson, station manager of WHEB, Portsmouth, also was pressed into service for the network. More than 21 broadcasts were carried by NBC from the Portsmouth Navy Yard Administration Building and from a chartered boat at the scene with the WBZ crew aboard, headed by Larry Holman, special events chief.

MBS started the evening of May 23 with Leland Bickford, Yankee Network news editor, feeding the latest reports throughout the night and next day eight different times. Mutual also kept in touch with Navy headquarters in Washington through Fulton Lewis jr., and sent Dave Driscoll, special events announcer, in an Eastern Airlines plane to fly over the scene. Mutual was on the air at 1:18 p. m., May 24, with the news that the rescue chamber was on the way up from the *Squalus* with seven men aboard.

Members of the crew representing MBS at Portsmouth for the *Squalus* broadcasts were Fred Lang, commentator, Newsman Bob Myers, Engineers Clarence Stone and Ken Taylor and Leland Bickford.

Bob Trout, CBS special announcer, arrived at the scene after an emergency flight from Newark to New London. Also present from CBS was a crew including John Fitzgerald, special events man; Cliff Berger, engineer, and several announcers and engineers from New York and Boston. CBS aired an eyewitness account of the raising of the rescue bell with Jack Knell of WEEI handling the broadcast from a chartered launch. The network broadcast its first news of the disaster about 6:15 p. m. May 23, and had in all 20 special programs.

After the last survivors had been brought to the surface at 11:30 p. m. May 24, and it was considered certain that the 26 men in the flooded aft compartment had drowned, the networks withdrew.

Among other stations giving special coverage of the disaster, WCOP, Boston, arranged with WHEB, Portsmouth, N. H., for remote pickups from the Administration Building at Portsmouth, carrying seven programs during the May 23 broadcast day. WMCA, New York, at the request of Third Naval District officers, broadcast repeated announcements to assist in locating officers and men on shore leave for immediate mobilization of the *Brooklyn*.

Before Royalty

WHEN President and Mrs. Roosevelt entertain the King and Queen of England June 8 at the White House, the musical program will include the Coon Creek Girls, a Kentucky mountain group introduced to radio by WCKY, Cincinnati. John Lair, their manager, has been invited to the affair. The girls hail from Pinch-'Em-Tight Hollow where they learned songs of the hill folk.

Radio to Continue Extensive Coverage As Royal Party Visits in This Country

ALL THREE national networks will cover the visit of King George VI and Queen Elizabeth to the United States from June 7-10, after having intensively reported the royal tour of Canada during the last fortnight. Broadcasts definitely scheduled by NBC, CBS and MBS include: June 7, the scene as the King and Queen are greeted on the American side of the Niagara Falls suspension bridge by Secretary of State Cordell Hull; June 8, arrival at Union Station, Washington, where President and Mrs. Roosevelt will greet them; June 9, their departure from Washington.

From Washington the networks also will carry descriptions of Their Majesties' visit to Arlington National Cemetery, and the State dinner at the White House at which Kate Smith, radio songstress, Marian Anderson, Lawrence Tibbett and others will sing for the King and Queen. In New York June 10. the networks will cover their sightseeing tour at the New York World's Fair before they leave for Hyde Park and then depart for England from Halifax, N. S., June 15.

Capital Coverage

Bob Trout and John Daly will cover the events for CBS, with Clyde Hunt, CBS engineer, handling the Washington broadcasts. George Hicks, NBC special events announcer, will continue to handle the royal broadcasts for NBC, with Carleton Smith assisting. The combined special features staffs of WOL, Washington; WOR, Newark, and WBAL, Baltimore, will handle the programs for MBS. Herbert Rice will represent Mutual, and it is planned that Alvin Josephy and Dave Driscoll, of WOR, and Fulton Lewis jr., MBS Washington commentator, also will cover these broadcasts.

Because of the 48-hour delay in the arrival of the King and Queen in Canada, scheduled broadcasts by the Canadian Broadcasting Corp., which were to be relayed to the U. S. networks, started May 17 instead of May 15, as originally planned. MBS was the first American network to present a broadcast in connection with the royal arrival, when on May 16 it broadcast a description, picked up from CBC, of the *Empress of Australia* as it neared Quebec with the King and Queen aboard.

From May 17 through May 30, the networks carried about 30 broadcasts of the royal couple's tour through Canada, including the unveiling of the National War Memorial at Ottawa by His Majesty, the Queen's speech at the cornerstone laying for the new Supreme Court Bldg. in Ottawa, the running of the King's Plate at Woodbine Race Track, Toronto, presentation of the Dionne Quintuplets, and the British Empire Day programs.

Special events men, announcers and engineers from the American networks were assigned to cover the tour, while a total of 17 commentators from the CBC, under direction of R. T. Bowman, CBC special events director, handled programs for the Canadian network [BROADCASTING, May 15]. NBC sent A. A. Schechter, director of news and special events, and his assistant, Edwin L. Haaker, to Canada to make all arrangements for the royal broadcasts, in addition to Andrew R. Thomson, NBC engineer, and Herluf Provenson and George Hicks as announcers.

Bob Trout broadcast the majority of CBS' programs, assisted by Daly; Earl Jains, engineer; Carl B. Hoffman, engineer, and Michael Foster, of the news staff of WKBW, Buffalo. Herbert C. Rice, program director of WGR, Buffalo, was on the royal train for Mutual. Probably the only individual station to have a reporter on the tour was WCCO, Minneapolis, which sent Cedric Adams, commentator, to cover the trip and wire two reports daily to the station.

Invited to Party

THE much-sought-after invitations to the British Embassy's garden party in Washington June 8 for King George and Queen Elizabeth have been extended to three American radio reporters, who have been invited to attend on an equal footing with the press to make observations for subsequent broadcasts. They are H. R. Baukhage, NBC; Robert Trout, CBS, and Fulton Lewis jr., MBS.

SCHOLARSHIP FUND IS BEGUN BY CKNX

STARTING a long-range program to share station profits with Ontario agriculture through gratuities and endowments, W. T. Cruikshank, president and manager of CKNX, Wingham, Ont., has arranged for CKNX to endow two annual scholarships for deserving young farmers at Ontario Agricultural College, Guelph.

Mr. Cruikshank

Concentrating on the needs and preferences of its farm audience, which it estimates at 50,000 rural radio homes, CKNX has carried a constantly growing number of rural-slant programs, including livestock, market and weather reports, daily bulletins from federal and provincial agricultural offices, interviews with farmers and fall fair broadcasts. Regarded as a champion of Ontario agriculture, the station has become closely aligned with the dominion and provincial departments of Agriculture and the United Farmers of Ontario, whose members are encouraged to used CKNX facilities as a forum for their problems.

Ford Summer Program

FORD MOTOR Co., Detroit, which recently renewed its contract for the 9-10 Sunday evening period on CBS, has completed the talent lineup for its summer series by signing the Mixed Chorus of WJR, Detroit. Starting June 11 the program will include, besides the chorus, Don Voorhees as conductor of the orchestra, and James Melton, tenor. Director of the WJR choral group is Don Large. Ford agency is N. W. Ayer & Son, Philadelphia.

McConnell Named To NBC Spot Post

Horn and Merryman Promoted; Frey to Sales Service

JAMES V. McCONNELL, formerly assistant to Roy Witmer, NBC vice-president in charge of sales, has been appointed to the newly-created position of manager of national spot and local sales. The appointment shifts Mr. McConnell from the sales to the recently augmented stations department, headed by Vice-President William S. Hedges, which comprises the former station relations department, the owned, managed and operated stations, the traffic department, the division of development and research, and all national spot and local sales activities.

Mr. McConnell

In his new position Mr. McConnell will head all sales activities of the network's M & O and programmed stations, directing and coordinating the work of the divisional spot sales managers.

Station Relations Setup

C. W. Horn, formerly director of development and research, has been promoted to assistant vice-president in charge of these functions, and Philip Merryman, formerly facilities engineer in the station relations department, has been made assistant director of development and research. Keith Kiggins continues as manager of station relations, B. F. McClancy as traffic manager, and Lee Wailes as assistant manager of M & O stations.

Mr. Horn

Mr. Merryman

When Mr. McConnell joined NBC as a network salesman in 1931 he had previously been sales promotion manager of General Outdoor Adv. Co., Chicago; assistant director of outdoor advertising for Campbell-Ewald, Detroit; director of outdoor advertising for George Batten, later BBDO, and national representative for the Hearst Quality Group magazines.

George H. Frey has been appointed sales service manager of NBC's eastern division, assuming the duties formerly handled by the assistant eastern sales manager. I. E. Showerman, who held this position, was recently advanced to the post of eastern sales manager, succeeding Ken Dyke, who was given the newly created post of national sales [BROADCASTING, May 15].

UNIVERSITY of Wisconsin will honor H. V. Kaltenborn, CBS news commentator, when it bestows an honorary degree of Doctor of Laws upon him at commencement exercises June 19 where he will deliver the baccalaureate address.

SUMMER AUDIENCE
To Do a Lot More Listening, CBS Predicts

THERE will be at least 92,000,000 daily family-hours of listening this summer, 1,700,000 more than last year, says CBS in a new booklet, " . . . bee as in broadcasting," which points out that in the summer of 1938 there was actually a bigger listening audience than in the winter of 1936.

Chrysler, says the brochure, continued to present Major Bowes through the summer of 1938, as in 1937, and made 22.9% of its year's sales in June, July and August. Philip Morris stayed on the air through the summer and 27.1% of all cigarette sales were made in those three months. Super Suds kept *Myrt & Marge* on all summer, when more clothes are washed more often than in winter. Pet Milk kept its *Milky Way* on the air through the hot weather and made 24.9% of its 1938 sales in June, July and August.

These advertisers, and more than 60 others on CBS, will be on the air during this summer as well, because, says CBS, "summer radio offers much more in 1939: 28,000,000 radio families against 26,000,000 in 1938; 6,000,000 auto radios against 5,000,000 in 1938; 92,000,000 daily listening hours against 90,300,000 in 1938."

Sill, Reynolds Assume New Posts at Radio Sales

WITH first quarter billings of Radio Sales, CBS spot sales subsidiary, running 33% higher than those for the same period in 1939, the need for expansion of service to clients, agencies and stations led to the recent appointment of Jerome Sill to the newly-created post of promotion director. Mr. Sill's former post of director of station advertising has been taken over by Edwin S. Reynolds, who will handle both direct mail and publication advertising of the 10 stations represented by Radio Sales.

Mr. Sill

Mr. Reynolds

According to A. E. Joscelyn, Radio Sales eastern sales manager, his organization is not only showing a current rise in volume but in 1938 placed 16% more business on the stations it represents than in 1937. Mr. Sill's first task is the preparation of presentations for individual clients of the CBS managed and operated stations.

CAB Study of Rural Listening Habits Shows McCarthy and Benny as Leaders

THE *Chase & Sanborn Hour* with Edgar Bergen and Charlie McCarthy and the *Jello* program featuring Jack Benny are the favorite programs of rural as well as city listeners, according to the third annual rural survey by the Cooperative Analysis of Broadcasting (Crossley Reports).

Study, comprising 10,165 interviews with farmers and 11,077 interviews in about 350 communities and towns, was made during the week beginning March 26, using the standard CAB interview methods. Average population of towns was between 700 and 800 and their distance from CAB cities ranged from 25 to 110 miles, averaging about 50 miles. Urban figures used for comparison were made in 22 basic network cities the weeks of March 15 and April 5.

Other Favorites

In addition to the two leaders, the ten favorite evening programs with rural listeners included, in order of their preference, Major Bowes, Lowell Thomas, *National Barn Dance*, *Kate Smith Hour*, *Lux Radio Theatre*, *Fitch Bandwagon*, *Fibber McGee & Co.*, *Burns & Allen*. Four of these were not included in the first ten city favorites: Lowell Thomas, whose rural rating of 19.2 is half again as much as his urban rating of 12.8; *National Barn Dance*, whose city rating of 9.4 is nearly doubled in the country, where it is rated 18.4; *Fitch Bandwagon* and *Fibber McGee*. The last two have higher rating in the cities, where they rank 11th and 15th, urban ratings averaging somewhat higher than rural throughout.

When the 89 evening programs included in the study are classified by type of program, rural preference is shown first for variety, then audience participation, comedy, commentators and talks, serial dramas, dramas, classical music, popular music and semi-classical music. Urban listeners agree on the first, second and ninth rankings, but place the in-between items in considerably different order.

Ten daytime programs most liked by rural audiences in order of preference are: *Ma Perkins*, *Guiding Light*, *Bachelor's Children*, *Woman in White*, *Pepper Young's Family*, *Stella Dallas*, *Backstage Wife*, *David Harum*, *Mary Marlin* and *The O'Neills*. The *Ben Bernie* and *Magic Key of RCA* programs, first and fourth choice of city dwellers as daytime radio entertainment, were ranked 35th and 38th respectively by the farm audience.

Generally, evening programs rate lower and daytime programs higher in rural than in urban communities, which may be due to the fact that generally rural radios are tuned in more in the daytime and less in the evening than is the case in the cities. On the average weekday, rural listening starts at a somewhat higher level than city listening, and continues that way until about 7 p. m. when it reaches its peak and levels off until 9, after which it drops sharply. The urban level crosses the rural at about 7:30 p. m., reaching its peak between 8 and 10, after which it also drops, but with an always higher level at any evening hour than the rural level.

Full breakdown of comparative ratings for evening and daytime programs of various lengths, showing rating and rank given each program by both rural and urban listeners, as well as the percentages of each class of set-owners using their radios during each half-hour of the day from 7 a. m. to 11:30 p. m., are included in the 30-page book which was sent to all CAB subscribers.

Revival Is Sought Of Research Body

Joint Committee Operating Equitably Urged by NAB

REVIVAL of the Joint Committee on Radio Research, dormant for the last several months, will be sought on an equitable basis by the broadcasting industry, pursuant to action of the NAB Research Committee at a meeting in Washington May 25.

Meeting at the call of NAB President Neville Miller and Arthur B. Church, KMBC, Kansas City, chairman of the committee, the group decided to propose to the American Association of Advertising Agencies and the Association of National Advertisers, a new basis under which the joint group could function in the interest of all three industries. While details will be discussed with the heads of the committees, it is understood the proposal covers a tripartite plan wherein each group would have equal voice in the Joint Committee's affairs.

President Miller and possibly Chairman Church, are expected shortly to call on John Benson, president of AAAA, and Paul B. West, president of ANA, for preliminary discussions. The NAB Research Committee will meet again July 9 just prior to the Atlantic City Convention, to draft a final proposal for industry action.

Special Studies

Discussion has centered around an arrangement whereby a Joint Committee staff would be maintained mutually by the three trade associations. Then, on a project basis, each industry group could finance particular studies dealing with station coverage, audience surveys, or the like.

Whereas membership on the Joint Committee is now divided among the three associations, which have five delegates each, the NAB is expected to propose a seven-man committee for the broadcasting industry so that each network and each broadcasting station classification would be represented. An executive committee, comprising the active heads of each association, hight then be set up and cast the only vote for each group.

Attending the committee meeting, in addition to President Miller and Chairman Church, were Joseph O. Maland, WHO; H. K. Carpenter, WHK; George Roeder, WCBM; John W. Karol, CBS, for Paul W. Kesten; Hugh M. Beville, NBC, for Roy Witmer, and Raymond Willmotte, for John V. L. Hogan, WQXR.

Illinois Fodder

SCHULTZ-BAUJAN Co., Beardstown, Ill. (poultry and hog feed), on June 12 starts *Hymn Time with Smilin' Ed McConnell*, thrice-weekly quarter-hour discs on WMBD, Peoria; WTAD, Quincy; WDZ, Tuscola; WEBQ, Harrisburg, Ill. The series is distributed by Press Radio Features Inc., Chicago. Mace Adv. Agency, Peoria, handles the account.

Yankee Frequency Modulation About Ready

Armstrong Method To Go on Air In June

THE FIRST STEP in providing a radically new and potentially revolutionary broadcast service to New England, using the frequency modulation system invented and developed by Maj. Edwin H. Armstrong, Columbia University professor and pioneer inventor of the superheterodyne circuit, will begin early in June from the Yankee Network's new high-frequency broadcast station W1XOJ.

The station, under construction since last November, is located on the summit of Asnebumskit Hill in the Town of Paxton, Mass., near Worcester. The Armstrong system [BROADCASTING, Feb. 1, April 1] is called frequency modulation to distinguish it from the conventional systems under which most broadcast stations now operate, known as amplitude modulation. It not only requires a new type of transmitter, which is manufactured by Radio Engineering Laboratories, Long Island City, N. Y., but also a new type of receiver, now in production at the General Electric and Stromberg-Carlson plants.

Important Changes Seen

It is expected that the single transmitter at Paxton will serve all of Southern New England with "staticless" reception equivalent to that available from any local station. Program material will be supplied by the Yankee, Colonial, NBC and MBS networks, being broadcast simultaneously with that of the Shepard-served stations. John Shepard 3d, president of the Yankee and Colonial networks, has evinced such great faith in the system that the network is expending some $200,000 on the experiments. Having pioneered in directional antennas, halfwave vertical radiators, live and dead end studios etc., he and his technical staff predict that W1XOJ will demonstrate such a superiority over the present method of broadcasting that eventual results will revolutionize the art.

The transmitter site of W1XOJ is about 1,400 feet above sea level. Remote from roads, power and water, it was necessary to build over a mile of road and power line through woods and pasture land and drive a well 575 feet through solid rock. The first units of the transmitter are being tested and will soon go on the air on a regular test schedule with power of about 2,000 watts. By autumn it is expected construction for the authorized power of 50,000 watts will have been completed and put in regular service. The frequency is 43,000 kc.

To assure maximum coverage, the radiating system consists of a four-bay turnstile array located at the top of a 400-foot guyed mast. To minimize the effects of ice on the radiating system, concentric transmission lines are used in place of the conventional open wire feeder system. Tests of the radiating system prove definitely that the array concentrates the radiation in the vertical plane and directs radiation to the horizon by an amount equivalent to four times the power with a simple antenna. Shunt exciting the 16 individual elements of the array through capacitors reduces standing waves in the transmission line to a few per cent.

Frequency Modulated Relay

Of perhaps as great interest as the inauguration station is another pioneering project connected with it. Asnebumskit Hill in Paxton is 42 miles air line from the Yankee Network studios in Boston. Convinced from the demonstrated results of Maj. Armstrong's system that it renders a higher quality service than is available from the regular wire services, the programs are transmitted from the Yankee Network studios to W1XOJ by a frequency modulated relay broadcast station. This station, W1XOK, is located in a penthouse atop the studio building and transmits on 133,030 kc. with 250 watts.

Stations Using Armstrong Modulation Now in Operation or Under Construction

Location	Owner	Power
*Alpine, N. J.	Maj. E. H. Armstrong	20-40 kw.
Washington, D. C.	Jansky & Bailey	1 kw.
Mt. Washington, N. H.	Yankee Network	2 kw.
New York, N. Y.	J. V. L. Hogan	1 kw.
Storrs, Conn.	D. A. Noble	100 w.
†Rochester, N. Y.	Stromberg-Carlson	2 kw.
Meriden, Conn.	F. M. Doolittle	1 kw.
Schenectady, N. Y.	General Electric	10 kw.
Pittsburgh, Pa.	Westinghouse	10 kw.
Springfield, Mass.	Westinghouse	1 kw.
*Paxton, Mass.	Yankee Network	50 kw.
*Yonkers, N. Y.	C. R. Runyon	500 w.

* In experimental operation.
† CP applied for.

The Relay System

The relay station employs a directive antenna system at the top of an 80-foot mast located on the studio building. This array gives an equivalent measured power gain of about tenfold. The signals from the relay station are received at Paxton with an array of V antennas which give a further equivalent power gain of over fiftyfold. Tests during the winter and to date indicate that this radio link between the studios and broadcast station will transmit without appreciable distortion a frequency range beyond the limit of human hearing without appreciable noise.

"When W1XOJ goes on the air on regular schedule, listeners will be given the opportunity of hearing programs with the full tonal range and freedom from noise that is obtained in the studio monitors," according to Paul A. deMars, Shepard's technical director. "When the transmitter is operated with the full power of 50,000 watts, it is expected that a broadcast service free from interference and of a quality limited only by the art's development of sound reproducing devices will be available to all listeners within about a 75-mile radius. Included in this radius are the metropolitan areas of Boston, Springfield, Providence, Hartford, Worcester, Fall River and New Bedford, which together with the other cities and towns in this area have a population in excess of five million people."

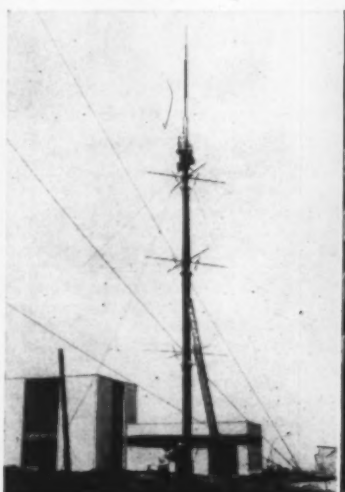
How It Started

The beginning of this new broadcasting service is the outcome of the meeting of Mr. deMars and Maj. Armstrong in the spring of 1936. Convinced that Armstrong had disclosed an invention applicable to broadcasting in the ultra-high frequencies which would revolutionize the art, Mr. deMars proposed to Mr. Shepard that Yankee Network experiment with the system. Experience with conventional methods of broadcasting in the ultra-high frequency band had convinced Mr. deMars that no improvement could be expected over the regular broadcasting system.

Addressing the FCC at the general hearing of June 15, 1936 on the allocation of ultra-high frequencies, Mr. deMars along with Maj. Armstrong emphasized the possibilities of frequency modulation applied to broadcasting in the high frequencies and urged the Commission not to promulgate an allocation scheme that did not provide ample opportunity to demonstrate the system.

Shepard heard demonstrations of Armstrong's system in the fall of 1936 both in New York and in Bayport and Westhampton on Long Island. He was so impressed by the reception from the 500-watt trans-

(*Continued on Page 53*)



TURNSTILE ARRAY and transmitter of W1XOJ and W1XOK, the units of the Armstrong frequency modulation system which John Shepard 3d is placing in operation at Paxton, Mass. this month. Left photo shows the radiator of W1XOJ, 2,000 watts on 4.3 mc., to be raised to 50,000 watts this fall, in course of construction before being erected atop a 400-foot mast at Paxton. Center photo shows the modulated relay broadcast transmitter of W1XOK, 250 watts on 133.03 mc., installed in a penthouse atop the Yankee Network studio building in Boston to transmit from an 80-foot mast to Paxton, 42 miles away, for relay via W1XOJ. Right photo shows the concentric transmission line feeders at the base of the turnstile, with Dr. Greenleaf Whittier Pickard, noted radio scientist (left) and Paul A. de Mars, Shepard's technical director.

Transfer of KTSA Approved by FCC; Adds Texas Local

Amarillo Group Buys Hearst Station; Sweetwater Grant

TRANSFER of KTSA, San Antonio, from Hearst Radio Inc. to new newspaper interests, and the authorization of a new local station in Sweetwater, Tex., to be constructed by dominant newspaper interests, highlighted FCC decisions of May 24.

With Chairman McNinch absent due to illness and Commissioner Thompson also not participating, the Commission authorized the assignment of KTSA to Sunshine Broadcasting Co., to which it was sold last year for approximately $300,000. This company is headed by O. L. (Ted) Taylor as president, and includes Gene A. Howe, publisher of the *Amarillo Globe & News* and other Texas newspapers, and T. E. Snowden, of Atchison, Kan., as the other principal stockholders.

The Taylor-Howe-Snowden group also operates KGNC, Amarillo; KFYO, Lubbock, and KRGV, Weslaco. The transfer represents the final relinquishment of Hearst Radio holdings in Texas, the FCC on May 8 having authorized the transfer of ownership of KNOW, Austin, and WACO, Waco, at a cost of $50,000 each, to a company headed by E. S. Fentress, publisher of the *Waco News-Tribune* [BROADCASTING, May 15].

New Station in Sweetwater

The new station in Sweetwater, Tex., will operate with 250 watts daytime on 1210 kc. It will be licensed to Sweetwater Radio Inc., of which R. M. Simmons, cottonseed oil merchant, is president, holding 10 out of 150 shares of authorized capital stock. Vice-president is H. M. Rogers, local theater owner, holding 15 shares. Owning 37½ shares each are George and Russell Bennitt, co-publishers of the *Sweetwater Reporter*, with Russell Bennitt as secretary-treasurer and as prospective manager of the station. Other stockholders are James H. Beall Jr., attorney, 15 shares, and J. H. Doscher, cotton exporter, 10 shares.

The *Sweetwater Reporter* is partially owned by M. Bernard Hanks and Houston Harte, who have interests in various Texas newspapers and in KRBC, Abilene; KBST, Big Spring; KRIS, Corpus Christi; KPLT, Paris; KGKL, San Angelo—all in Texas.

Transfer in Maine

In another decision May 24, the Commission authorized Mary P. Martin, administratrix of the estate of George W. Martin, her deceased husband, to transfer control of WGAN, Portland, Me., to the Gannett Publishing Co., publisher of the *Portland Press Herald, Portland Express, Augusta Kennebec Journal* and *Waterville Sentinel*. Mr. Martin headed the group originally securing the construction permit for the station. The Maine Gannett newspapers, headed by Guy P. Gannett, are not connected with the Frank E. Gannett group of newspapers headquartered in Rochester, N. Y.

NO, THIS isn't NBC's Niles Trammell with a CBS mike! It's Cedric Adams, news reporter of WCCO, Minneapolis, who is accompanying the King and Queen's train through Canada, wiring two reports to the station daily. These reports are handled by Ed Abbott, filling in for Adams, on the noontime and evening shows sponsored respectively by International Harvester and Purity Baking Co., which are merchandising the coverage through their dealers in the WCCO area.

Ruling Challenged Over Press Issue

A UNIQUE motion to quash the hearing on the "newspaper ownership" issue involved in the proposed consolidation of WCBA and WSAN, time-sharing stations in Allentown, on the ground that the Commission has no authority to consider the newspaper issue, was filed with the FCC May 18. On May 26 the motion was referred to the full Commission for possible oral arguments, because of the "novelty" of the issue.

The Commission has designated the case for hearing in Allentown on June 26, with the idea of getting local reaction on the newspaper ownership question. The fact that Congress has not yet appropriated funds for the new fiscal year may lead the Commission to postpone the hearing.

Counsel Arthur W. Scharfeld and Philip G. Loucks brought out in the motion that the hearing notice raises only the question of the proposed consolidation of the stations under the Allentown Call Publishing Co., which controls the two newspapers in the city. Pointing out that apparently all other matters have already been determined in favor of the applicants, they said that since the newspaper ownership issue was the only one left, its motion should be granted.

The only standard by which the Commission may be guided, the attorneys held, is that of "public interest". It was added that no provision of the law confers upon the FCC any jurisdiction to determine whether the control of a broadcasting station by a newspaper publishing company would serve the public interest. Moreover, it added there are court opinions which hold that the Commission cannot take action with respect to newspaper ownership. Because any hearing conducted on the basis of the issue listed in the Commission's notice would be illegal and contrary to the law, they held that the Commission should cancel the hearing and grant the transfer applications.

Sells Interest in KGGF

THE FCC has tentatively approved, in proposed findings of fact that now require only routine confirmation unless objections are raised, the sale of one-third interest in KGGF, Coffeyville, Kan., by Stanley Platz to Hugh J. Powell. The station is a 1,000-watt outlet on 1010 kc., and Mr. Platz is selling one-third for $33,333. He intends to retire from active business due to ill health. Messrs. Powell and Platz are also partners in the ownership of the *Coffeyville Journal*.

PUBLISHERS SEEK BEAUMONT STATION

KRIC, Beaumont, Tex., local outlet which went on the air last July, has been sold to the publishers of the *Beaumont Enterprise* and *Journal* subject to FCC approval. Application has been made for transfer of ownership from the Beaumont Broadcasting Assn., headed by B. A. Steinhagen, former Mayor of Beaumont who heads the Steinhagen Rice Milling Co. of that city and who founded the station in company with several other local business men. The purchase price would be approximately $40,000.

The station, now managed by Bert Horswell, former station representative in Chicago, would be acquired 40% by Mrs. J. L. Mapes, widow of the publisher of the newspapers; 30% by E. C. Davis, vice-president and general manager of the publishing company, and Alfred Jones, editor. The station operates with 100 watts night and 250 day on 1420 kc.

Wisconsin Group Gets Day Station in Marinette

A GROUP of Wisconsin broadcasters, associated with a group of men operating a chain of department stores in Wisconsin and Michigan, will shortly be authorized by the FCC to erect a new 250-watt daytime station in Marinette, Wis., to operate on 570 kc. In proposed findings of fact and conclusions made public May 16, which are tantamount to a grant, the FCC approved the application of the M. & M. Broadcasting Co. for these facilities.

The broadcasters in the corporate group and their holdings of the 200 shares of authorized capital stock are W. E. Walker, manager of WIBA, Madison, president, 75 shares; Merrill F. Chapin, chief engineer of WIBA, and part owner of WSAU, Wausau, secretary-treasurer, 35 shares; Wayne W. Cribb, manager of WSAU, 10 shares; Donald R. Burt, part owner of WSAU, 10 shares. Mr. Chapin will supervise the construction of the new station, and will later manage it.

The department store group includes Frank J. Lauerman, Frank J. Lauerman Jr., Charles J. Lauerman and A. J. DeLeers, all of Marinette, Wis., each holding five shares. Frank J. Lauerman Jr. is vice-president of the corporation. Marinette, a community of 13,734, is located just across the river from Menominee, Mich., with 10,320 population.

CKLN are the call letters assigned to the new 100-watt station of the *Nelson Daily News*, Nelson, B. C., which starts operating about June 1 on 1420 kc.

Four Ownership Changes Approved

WHAT, WCOV, KRQA, WCHV Granted Without Hearings

TRANSFERS of ownership or control of four broadcasting stations — WHAT, Philadelphia; WCOV, Montgomery, Ala.; KRQA, Santa Fe, N. M.; WCHV, Charlottesville, Va.—were authorized by the FCC in decisions May 23. All were granted without the usual preliminary hearings, indicating the FCC is seeking to expedite simple routine cases. On May 8 the Commission also granted three transfers without hearings [BROADCASTING, May 15].

In one of the rare cases in which a newspaper relinquishes its ownership of a station, the FCC authorized Bonwit-Teller & Co., women's apparel firm, to take over WHAT, Philadelphia local, from the *Philadelphia Public Ledger*. The price was $10,000. The station shares time on 1310 kc. with WTEL, Philadelphia, and WCAM, Camden, N. J.

WCOV, Montgomery, which began operation last January under license to a partnership, was transferred to Capital Broadcasting Co. Inc., a corporation in which G. W. Covington Jr., local auto dealer, becomes 52% stockholder, John S. Allen, part owner of WHBB, Selma, Ala., holds 45%, and E. B. Robinson, 3%.

KRQA, Santa Fe, 100 watter on 1310 kc., was transferred to New Mexico Broadcasting Co., also the licensee of KGGM, Albuquerque, in which A. R. Hebenstreit, Albuquerque contractor, is controlling stockholder. The reported sale price was $15,000. J. Laurence Martin relinquishes control of the station, which he previously had unsuccessfully sought to sell to I. R. Lambert, former vice-president and general counsel of RCA-Victor Co., now a New Mexico resident.

Control of WCHV, Charlottesville, was transferred to Mrs. Hugh M. Curtler, wife of the station's manager, in the fourth decision. Mrs. Curtler formerly held 44% of the stock of the Community Broadcasting Corp., and acquires the remaining stock for an undisclosed sum. The other largest stockholder formerly was Prof. W. B. Brown of Mississippi Women's College, Hattiesburg.

New Amarillo Station To Take the Air in July

THE NEW KFDA, Amarillo, Tex., fulltime 100-watt station on 1500 kc. authorized last November by the FCC, is scheduled to go on the air July 1. An RCA transmitter and Truscon radiator are now being installed in the Nunn Bldg. in downtown Amarillo. The station will probably join the Texas State Network as soon as it begins operating.

General manager will be Cornelius S. Gooch, former local radio service man, who owns 51% of the stock of the licensee corporation. Harry Davis, an associate of J. Lindsey Nunn, former Amarillo resident and 25% stockholder, will be business manager. Earl Strandburg, formerly with KLRA, Little Rock, will be program director. Mr. Nunn's son, Gilmore N. Nunn, operator of WLAP, Lexington, Ky., owns the other 24% of the stock.

The Merchant Chooses

Presented By

KING-TRENDLE BROADCASTING CORPORATION

STATION WXYZ

MICHIGAN RADIO NETWORK

The Most Convincing Proof of Point of Purchase Radio Preference You've Ever Read.

ASK FOR IT!

Detroit and Michigan Markets

New Rules Invite Industry Protests

FCC to Hold Hearing June 1 On Proposed Changes

WITH a dozen requests for oral arguments, based on exceptions to the proposed new FCC rules and regulations for broadcasting, a juridical free-for-all was expected June 1 before the Commission.

While the superpower-clear channel issue remains dominant in the light of an FCC committee's recommendation for retention of 50,000 watts as peak power and of 25 channels for exclusive clear operation, the protestants generally planned to attack social and economic phases of the report because of possible future complications.

The NAB, through Philip G. Loucks as special counsel, planned to attack a number of provisions dealing with economic phases of the proposed rules and the report as well as certain provisions in the accompanying standards of engineering practice which would become part of the general rules.

The FCC stated May 16 it planned to take up the question of approval of the new regulations as soon after completion of the June 1 arguments as practicable. Members of the committee which drafted the controversial report are Commissioners Case, chairman, Craven, vice-chairman, and Payne.

To Confer June 5

The FCC announced that an informal engineering conference will be held June 5 at the Commission in connection with the proposed engineering standards Questions involved in exceptions filed to the proposed new rules and regulations will be discussed. Parties not able to attend but desiring to offer suggestions can do so by letter.

Louis G. Caldwell, counsel for the Clear Channel Group, has been allotted 80 minutes for oral arguments on behalf of that group, which opposes particularly the rule which would limit Class 1 stations to 50,000 watts and thereby eliminate superpower. Affirmative opposition is made also for the failure of the rules to permit authorization for use of 500 kilowatts by such stations, particularly the 13 stations in the Clear Channel Group.

In addition to exceptions filed in behalf of the NAB, Mr. Loucks and his associate, Arthur W. Scharfeld, filed exceptions for WHKC, Columbus, which seeks duplication on the 640 kc. channel assigned to KFI, Los Angeles, and WQXR, New York, which seeks allocation of the 1550 kc. channel as a duplicated clear channel rather than as a regional channel.

Exceptions were filed by Paul D. P. Spearman on behalf of National Association of Regional Broadcast Stations, which favors duplication on clear channels and opposes superpower; George O. Sutton, counsel for National Independent Broadcasters, taking a generally similar position; A. L. Ashby, and Philip J. Hennessey Jr. for NBC; Paul A. Porter for CBS; Duke M. Patrick for WLW; Mr. Spearman for WBBM; Frank D. Scott on behalf of WOR, which seeks assignment as a top bracket unduplicated Class I Station; Ben S. Fisher for WCAU, seeking a similar designation, and Mr. Fisher for WCBD and WMBI, Chicago.

Meanwhile, no further word has been forthcoming from Mexico City relative to the Havana Treaty, which is the base of the new rules.

YANKEE'S WASHINGTON NEWSMAN

Pete Tully Becomes First Non-Resident Correspondent in Nation's Capital

FIRST organization to send a non-resident radio newsman to Washington, to take his place in the corps of national capital radio correspondents since Fulton Lewis jr., Mutual radio commentator, waged his successful fight for a radio press gallery in Congress [BROADCASTING, May 1, 15], is the Yankee Network News Service.

John Shepard 3d, president of Yankee Network, announced that Francis W. (Pete) Tully Jr., veteran Yankee reporter, would arrive in Washington about June 1 to take up a permanent chore of sending reports of New England and national affairs to the network and its stations. He will represent the Yankee Network exactly as Washington newspaper correspondents represent their newspapers, attending sessions of Congress, White House press conferences.

Mr. Shepard hailed the action of Congress and the Government departments in recognizing radio on a parity with the press, recalling that the Yankee Network in 1934 established the first exclusive radio news service and fought the same kind of fight for recognition in the State Legislature and in the Boston city government that Mr. Lewis fought in Washington.

Mr. Tully is a 1930 graduate of Yale and a 1932 graduate of Harvard Business School. He joined

PETE TULLY Jr.

Yankee as a "legman" when its news service started on March 1, 1934. For the last four years he has headed the State House staff of the service and was police and court representative on special assignments covering the Millen-Faber murder trial in Dedham, Mass., the Hultman hearing and the Dolan investigation in Massachusetts.

FCC REGULATIONS IN CODIFIED FORM

CODIFICATION of general rules and regulations of the FCC dealing with procedure, technical, administrative and related phases of radio regulation, but involving no basic changes in policy, was announced May 16 by the FCC. To become effective June 15, the rules were said to constitute "a framework upon which all of the specified rules governing the various services are based."

It was emphasized there are no fundamental changes in the new compilation, which brings together all existing rules pertaining to the specific operations. The rules are brought up-to-date and rearranged for simplified reference. In five parts, the rules outlined definitions covering all phases of operation; administrative regulations dealing with period of construction, equipment tests, license expiration time periods and related matters; technical regulations; national defense, and provisions governing the operation of low power radio frequency devices.

Because of the limited funds available to the FCC, only mimeographed copies of the revised rules are available for distribution within the FCC. In the near future, it stated, the Commission plans to have printed copies of the regulations.

Radio Gallery Supt.

APPOINTMENT of Robert Menaugh, House chamber doorkeeper, as superintendent of the recently-authorized House Radio-Press Gallery, was announced May 23 by Speaker Bankhead. The appointment followed House action in approving compensation of $2,700 per annum for a superintendent, and also for employment of a messenger at $1,560 per year. Mr. Menaugh for several years has been doorkeeper at the Democratic cloakroom of the House Chamber. The Senate has not yet designated its superintendent and messenger.

KFBI Shift to Abilene Approved by the FCC

AFTER pending nearly two years, the FCC May 24 authorized KFBI, Abilene, Kans., to remove to Wichita, utilizing its present assignment on 1050 kc. with 5,000 watts limited time until local sunset at Los Angeles. The frequency is assigned to KNX as a clear channel. Vigorously fought before the Commission, it is anticipated that existing Wichita stations, KFH and KANS, will seek a rehearing and, if denied, appeal to the courts, probably on economic grounds.

KFI is owned by the Farmers & Bankers Life Insurance Co., of which H. K. Lindsley is president. Lester E. Cox, midwestern broadcaster identified with the ownership of KWTO-KGBX, Springfield, Mo., KCMO, Kansas City, and WTMV, E. St. Louis, originally had a contingent arrangement under which he would have procured a one-third interest in the station upon its removal. However, he withdrew from the association several months ago and so notified the FCC.

NEW EXPERIMENTAL RULES ARE ISSUED

NEW RULES and regulations governing experimental stations were promulgated May 23 by the FCC, to become immediately effective, under which experimenters are segregated into three general classifications. Existing licensees of general or specific experimental stations, save those operating in regular broadcast service, are required to submit application for renewal by July in lieu of Aug. 1, in order to permit proper classification.

The new rules prescribe three classes of experimentals. Class I will cover outlets licensed for general or specific research and experimentation for advancement of the radio art along lines not specifically directed to any proposed or established radio service. Class II stations will be those licensed for research and experimentation in radio directed toward the development of a proposed or established radio service. There will be several subclasses in this group, such as police, broadcast television or high-frequency broadcast. Class III experimental stations will be those licensed to a citizen interested in radio technique solely with a personal aim to conduct experiments on his own behalf, requiring the use of radio facilities for a limited time.

The rules cover eligibility, showing required, limitations on use, non-exclusive frequencies, interference, adherence to a program of research, operating schedules and reports. They also outline allocations of frequencies to the particular types of services, technical requirements, power and personal restrictions, tests, records of operations, and related conditions of operaton.

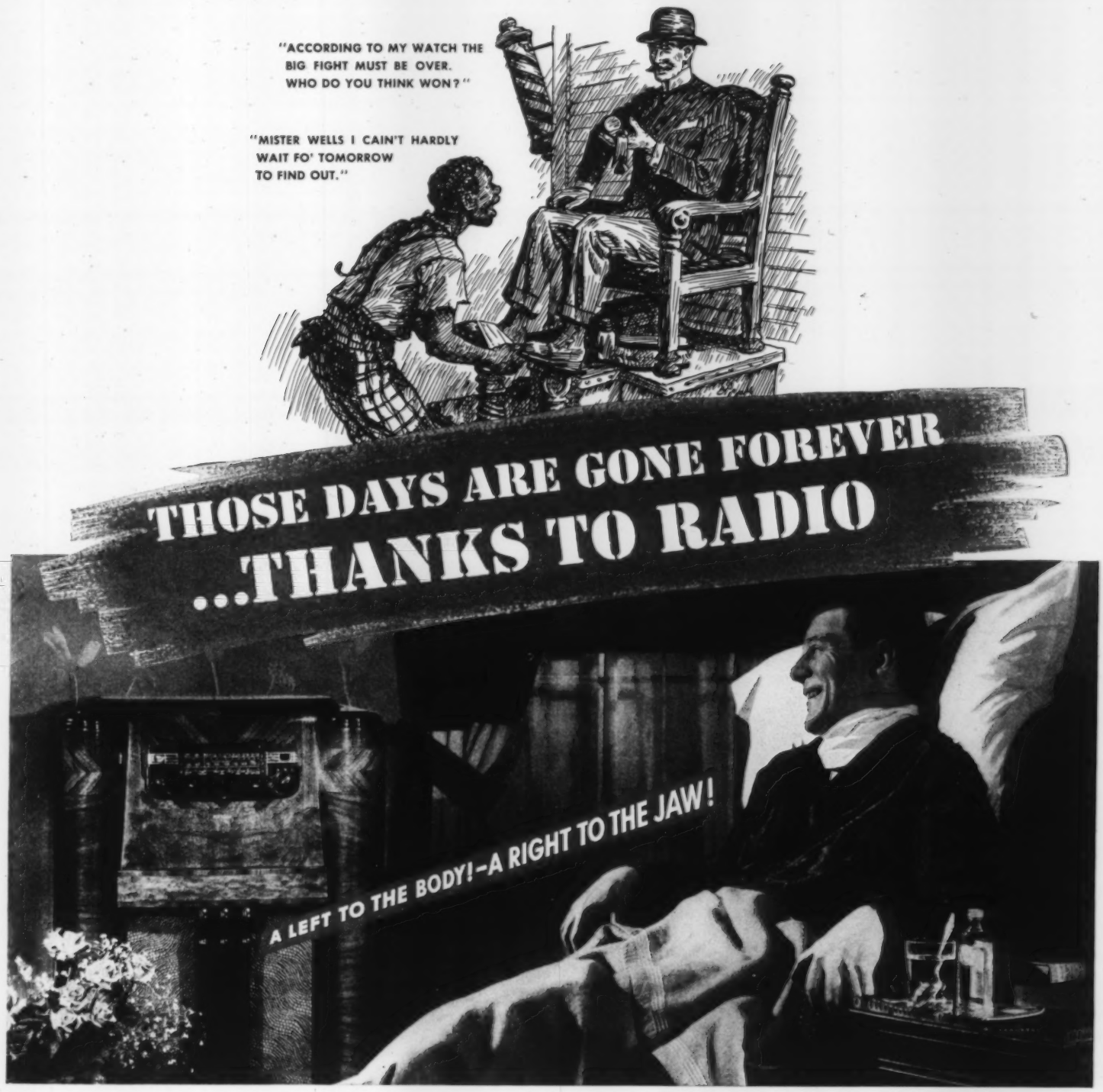
Unopposed-Cases Clause In FCC Rules Clarified

CLARIFICATION of procedure dealing with unopposed cases or "non-adversary proceedings" was announced May 23 by the FCC. In amending its rules of practice and procedure, a proviso was added to Section 12.80(f) which reads:

"Provided, however, that if the Proposed Findings of Fact and Conclusions filed by the parties present no substantial conflict, and the Commission is in accord with the ultimate conclusions proposed, it will, if it deems such action will best conduce to the proper dispatch of business and to the ends of justice, issue a final order with or without findings of fact and conclusions in lieu of issuing its Proposed Findings of Fact and Conclusions in accordance with this paragraph."

KXL Wants 730 Kc.

KXL, Portland, Ore., on May 23 filed with the FCC an application for assignment to 730 kc. with 10,000 watts power, anticipating the terms of the Havana Treaty, under which this frequency would be shifted from a Canadian exclusive assignment to a Mexican clear wave. Now operating on 1420 kc., with 100 watts night and 250 watts day, time-sharing, the station is owned by T. W. Symons Jr., president of KFPY, Spokane, and Ed Craney, president of KGIR, Butte.


"ACCORDING TO MY WATCH THE BIG FIGHT MUST BE OVER. WHO DO YOU THINK WON?"
"MISTER WELLS I CAIN'T HARDLY WAIT FO' TOMORROW TO FIND OUT."
THOSE DAYS ARE GONE FOREVER
...THANKS TO RADIO
A LEFT TO THE BODY!—A RIGHT TO THE JAW!

HOW FAMILIAR are such words to present-day sports lovers! What a grand thrill they bring . . . as you settle back to listen. What a world of progress they represent!

Think back a few years. Remember the pre-radio era when sports were something you viewed occasionally, followed eagerly in your newspaper? It was a rare treat to hear an acquaintance tell of the day some weeks back when he had seen a great fight.

That's all been changed now—thanks to man's progress in radio—and to NBC. Today you can be at the ringside at will. A mere flick of your radio switch and you're there. And it's the same with other sports—football, baseball, tennis— all are now yours to hear and enjoy in the comfort of your own home.

Sportscasting is only one of NBC's great public services. All of them—entertainment, education, news, and many others—bring millions new comfort, new happiness. All are an important part of life as we know it today.

NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST BROADCASTING SYSTEM

A RADIO CORPORATION OF AMERICA SERVICE

FCC Data Reveal 117 Million Net 1938 Time Sales

Report Covers 633 Stations And Major Networks Only

INCOMPLETE figures for 1938, introduced May 19 by the FCC Accounting Department at the closing of its Network Inquiry, disclosed that 633 commercial broadcasting stations and the three major network organizations — NBC, CBS and MBS—had aggregate net time sales of $117,780,000 which, after the deduction of agency and representative commissions, left them an actual dollar income of $100,-335,018.

These figures, based on network and station questionnaire returns to the FCC, cover the sale of time only, and do not include revenues from the sale of talent or other income items. It was stated by the Commission witness, deQuincy V. Sutton, head accountant, that complete tables similar to those released at the superpower hearing of last June 6, 1938 were in process of compilation and would probably be ready in mid-June.

The FCC's figures did not purport to cover the broadcasting industry as a whole since income reports of approximately 40 stations and of the regional networks were not included. It was informally estimated that their figures would add perhaps $3,500,000 to the aggregate of net time sales and $2,900,000 after commissions.

Decline in Actual Income

The $117,780,515 figure of the FCC compared with $115,822,248 for 629 stations in 1937, while the $100,335,018 figure compared with $100,512,860 for 1937. This would indicate that in 1938 there was a decrease in the actual dollar income of the stations and networks covered under 1937.

The total net sales shown by the FCC for 1938 included $35,455,510 retained by the networks from network time sales after allowing discounts (but before allowing $8,-414,105 in commissions paid) and after making payments to stations and other networks. The networks paid out to affiliated stations $18,-481,773, which included $5,347,388 to their 23 owned and managed stations.

Thus the actual dollar income of the networks in 1938 is shown as $28,042,592; of their 23 owned and managed stations, $12,118,110; of 610 independent stations, $60,-174,316. For 1937 the figures were: Networks, $26,128,705; 23 owned and managed stations, $12,496,538; 606 independent stations, $61,887,-617.

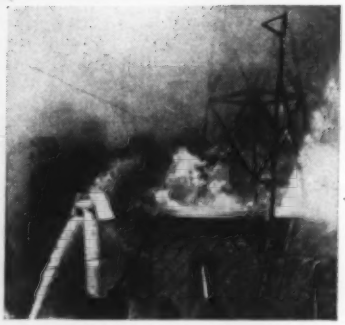
A striking feature of the FCC table is its revelation that 633 stations and the three major network organizations in 1938 netted, after deducting commissions, $177,842 less than did 629 stations and the same networks in 1937.

With the regional networks and more stations yet to be tabulated, the total dollar volume for 1938, before payment of commissions, apparently will run about $120,-680,000. [1939 BROADCASTING *Yearbook* estimated the figure at $122,-890,000].

Significant points of comparison between 1938 and 1937 are made possible by the FCC table. First, though total net sales for 1938 exceeded those for 1937 by $1,958,-267, the actual dollar income after payment of commissions was less by $177,842. In other words, even though sales increased by nearly $2,000,000, commission payments apparently increased by more than that.

Another significant development disclosed in the FCC analysis is that spot business in 1938 actually was nearly $5,000,000 above that of 1937 while local business was down by almost the same amount. A breakdown of the comparative sources of revenue from net time sales, after discounts but before commissions, follows:

Source of Revenue	*1937*	*1938*
National Networks	$19,082,248	$18,481,773
Regional networks	698,642	2,452,942
Spot business	23,117,136	28,035,848
Local business	36,391,445	31,535,136



FIRE recently completely gutted the plant and equipment of CKGB, Timmins, Ont., and the *Timmins Press*, both operated by R. H. Thomson, and this photo was taken from a nearby rooftop. Realizing immediately there was no hope of saving the equipment, Manager Bill Wren mobilized his engineers and in a nearby office building set up studios and an improvised transmitter with a Hartley circuit. Only two days of operation were lost, and within a week a new RCA transmitter was installed. CKGB and the newspaper will move into a modern new plant by Oct. 1 when its power will be stepped up to 1,000 watts on 1440 kc.

AFFILIATE PAYMENTS Of Network Are Shown in FCC Breakdowns

THAT 124 stations affiliated with NBC networks including its owned and managed stations received compensation of $11,249,556 for 107,380 hours of time utilized by those networks on their facilities during 1938, was disclosed in a breakdown of network figures placed in the records of the Network Inquiry May 18 by the FCC Accounting Department. This compared with $8,921,887 paid to 125 stations for 117,615 hours of time during 1937.

CBS was shown to have paid 117 stations including its owned and managed stations, $6,876,535 for 87,083 hours of time during 1938, compared with $6,586,342 paid to 119 stations for 97,414 hours during 1937.

The breakdowns revealed that basic stations of the major networks receive by far the largest amount of compensation for the greater number of sponsored hours utilized over their facilities. NBC, for example, paid $7,761,312 to 58 basic stations for 66,485 hours during 1938; to 66 other than basic outlets it paid $3,423,304 for 40,-897 hours. An additional $64,940 was paid to foreign and territorial stations for sponsored programs relayed to them.

CBS paid $4,682,798 to its 31 basic stations for 43,874 hours during 1938; to its 86 other than basic stations it paid $1,980,919 for 43,209 hours. An additional $212,-818 was paid to foreign and territorial stations.

In other words, 69.4% of the dollar compensation and 61.9% of the sponsored program hours of NBC were accounted for by its basic stations (no breakdown between Red and Blue being made available.) CBS basic stations accounted for 70.3% of the dollar compensation and 50.4% of the sponsored hours.

WGRM, Grenada, Miss., owned by P. K. Ewing, on May 16 was authorized by the FCC to move to Greenwood, Miss., about 35 miles away.

Women's Council Is Told Of NAB Program Code

RECOUNTING some of the salient features being written into the proposed new code of program standards being prepared by the NAB for consideration at its convention in Atlantic City in July, Ed Kirby, NAB public relations director, told the biennial convention of the National Council of Women at a meeting in New York May 24 that the responsibility for building better programs lies "squarely on the shoulders of the broadcasters".

That the broadcasters are willing to accept this responsibility, morally, legally and practically, he assured the clubwomen by outlining the code as it is being prepared by the NAB's special committee on program standards.

Mr. Kirby spoke immediately following George Denny, moderator of the NBC *Town Meeting of the Air*, who discussed "Radio in a Democracy" and pointed out that only in a democracy like ours is free discussion on the air possible, contrasting the system with that of the dictator countries where people hear only what their governments wish.

During the sessions, Dorothy Gordon, conductor of children's programs, also spoke on "Radio and the Child in a Democracy." She recited how children's programs abroad are a very important part of the propaganda systems set up by the dictatorships. Germany, Italy and Russia, she said, are all using radio to influence their youth while in America "we have been extremely lax in enlightening our children through our home radio programs towards the realization of what it means to live in a democracy."

CBS Signs KSL Anew

A NEW five-year contract with CBS, running until the summer of 1944, has been signed by KSL, Salt Lake City, replacing the former contract which would have expired in August 1940. H. V. Akerberg and M. R. Runyon, CBS vice-presidents, completed negotiations with Earl J. Glade, station manager, in Salt Lake City.

Revenue from Sale of Time: 1937 and 1938

FCC Partial Report Covering Major Networks, Their Managed And Operated Stations and Independent Stations*

Item	*Particulars*	*1937 REVENUE* 3 major networks $	23 M & O stations $	606 independent stations $	Total $	*1938 REVENUE* 3 major networks $	23 M & O stations $	610 independent stations $	Total $
1.	*Network revenues*								
a.	Paid by networks to other networks and to foreign and territorial stations	270,043			270,043	1,001,595			1,001,595
b.	Retained by networks from network time sales	33,902,487			33,902,487	35,455,510			35,455,510
2.	*Station revenues*								
a.	Compensation from national networks		5,851,596	13,230,652	19,082,248		5,347,388	13,134,385	18,481,773
b.	Difference between network and station accounting			2,360,247	2,360,247			269,341	269,341
c.	Compensation from regional networks			698,642	698,642			2,452,942	2,452,942
d.	Sales of time to national and regional users		3,165,427	19,951,709	23,117,136		4,951,344	23,084,504	28,035,848
e.	Sales of time to local users		4,566,668	31,824,777	36,391,445		2,885,914	28,649,222	31,535,136
f.	Sales of time to others							548,370	548,370
3.	Total revenue from sale of time	34,172,530	13,583,691	68,066,027	115,822,248	36,457,105	13,184,646	68,138,764	117,780,515
4.	Commissions paid on sales of time	8,043,825	1,087,153	6,178,410	15,309,388	8,414,513	1,066,536	7,964,448	17,445,497
5.	Net revenue from sale of time	26,128,705	12,496,538	61,887,617	100,512,860	28,042,592	12,118,110	60,174,316	100,335,018

* Figures for regional networks and approximately 40 stations not included.
M & O stations are those stations with respect to which net profits from sale of time inure to CBS and NBC.

Net License Debate Ends FCC Inquiry

Thompson Takes Active Part as Sarnoff Gives Views

By LEWIE V. GILPIN

HIGHLIGHTED by a spirited discussion of the advisability of Federal licensing of networks, and the threat of Government censorship through a Federal code of program standards, the FCC Network Inquiry adjourned May 19 after a three-day windup session at which David Sarnoff, RCA president and chairman of the board of NBC, first witness when the hearing opened last Nov. 14, was recalled for cross-examination.

The final phase of the hearing was particularly significant because of the frequent interpolations by Frederick I. Thompson, new FCC commissioner recently appointed to succeed Judge E. O. Sykes, resigned. Commissioner Sykes had sat through practically the entire five-month hearing, but his place was occupied by his successor, who flanked the two remaining members of the committee—Paul A. Walker and Thad H. Brown. Chairman Frank R. McNinch, who heads the committee was absent due to prolonged illness.

Although adjournment was announced subject to the call of the committee, it is likely the May 17-19 sessions will conclude the six-month-long proceedings since there are no plans to call more witnesses.

Says Networks Are Merely Program Builders

An unusually large attendance was noted when Mr. Sarnoff resumed the stand May 17 and cross-examination was begun by FCC general counsel, William J. Dempsey. More than ordinary interest was evinced when Commissioner Thompson raised questions tending to indicate a conviction that control of radio station time, by reason of network affiliation and time-clearance contracts, passed out of licensed station hands into those of "a small group" of non-licensed network operators.

Mr. Thompson repeatedly asked why networks should not be controlled since, he observed, they thus assumed virtual control over some 50%, and sometimes 100%, of what goes out over the frequencies of their affiliated stations.

Mr. Sarnoff, objecting to licensing of networks as such, maintained that they were simply program building organizations and that to license them would mean inevitable control of their programs. This, he said, meant censorship. The FCC's authority, he insisted, extends only to the physical facilities of a radio station, not over the program matter they broadcast. If chains are to be licensed by the FCC, he argued, an inevitable corollary must be the licensing of all program builders, including transcription companies, radio advertisers, advertising agencies and eventually even the artists.

Both Commissioners Thompson and Walker maintained that Mr. Sarnoff, not they, had raised the spectre of Federal censorship. But Mr. Sarnoff repeated that the licensing of any non-operator of physical facilities meant eventual dictatorship over broadcast matter, and he warned against this by citing the example of totalitarian control of radio abroad. So far as program standards are concerned, Mr. Sarnoff said these should be self-composed, not dictated by the Government, and he outlined steps to that end already being taken by the NAB.

The whole argument seemed to boil down to the question whether the networks, by securing contracts for guaranteed allotments of time, did not therefore become the actual operators of the stations and therefore subject to regulation by the Government. Mr. Sarnoff's answer was that whoever had access to the microphone at a given moment was actually in control of the wavelength being used at that moment, but that the American system of radio did not call for—in fact the act prohibited, except in matters of obscenity, indecency or profanity — Federal regulation of the user of the facility.

The cross-examination of the RCA-NBC chief and the frequent colloquy with the commissioners occupied a full day's session. When Mr. Thompson persisted in pointing out that network time options, "in some cases 100% of the time," place a licensee in a position where "actual control of the station is transferred to other than the licensee," Mr. Sarnoff said:

Sees More Competition In Future Broadcasting

"I am addressing my remarks exclusively to the program which goes over that frequency or that station or whatever you wish to call it. Now, you have asked me whether I think that it is better, or safer, to have some group of individuals, or some individual, control the thing that goes out of the station than the Government. I have tried to answer that, first by saying that even today there is no such control in the hands of one individual or even a small group of individuals; there is competition, and a lot of competition in broadcasting today. Secondly, I have tried to indicate that as the art develops there will be more opportunity and more room for competition than there is today, and, therefore, less reason, if there be any reason, for Government concern about the programs . . .

Says Public Not Kicking About Broadcast Service

"One has to look first to the basis upon which the American system of network broadcasting can operate. Now, if there is a way to have the network system of broadcasting with affiliated stations where each affiliated station is free to do anything it wants at anytime without the kind of regulations or contracts that now exist, I do not know that system."

"Of course," said Mr. Thompson, "there would be a limitation as to time, rather than 100% or some approximately 100% of the time either under contract or reserved."

"Of course, you can have limitations," came the reply. "The question, however, is whether the kind of limitations that are proposed will result in a better system of American broadcasting. Now, I have not heard of any such suggestions, but if there are any they ought to be examined very carefully. Who is doing the kicking at the present time? The public is not kicking about American broadcasting. They are getting the finest service in radio that any public in the world is getting, and they are getting the freest service . . ."

Commissioner Thompson then cited "a case at point," mentioning how a station licensee might be cited for something he carried from a network. "In a situation such as that," he asked, "would you regard the licensee as the party that should be cited? If a licensee makes an assignment of time, and within that assignment of time there may be some violation important enough for the Commission to cite the licensee, is he the real one that should be cited if the issue on which he is cited originates elsewhere and is carried on that station during the time that he has assigned? What would you suggest there to meet a situation such as that?"

Thompson Disclaims Censorship Implications

"Well, I should think," replied Mr. Sarnoff, "that if a man takes out a license and fails to conform with the provisions of the license to an extent where the Commission feels that he has violated that license that he, the licensee, is the fellow to deal with. Now, if he has any recourse against the network, that is for him to do. My objection to licensing networks is not based on any individual case of violations; it is based on the philosophy of it, because I think that control of networks, per se, giving the Government the right to license networks as distinguished from licensing the station facilities that

(*Continued on Page 54*)

Sarnoff Sees More Facilities Available In the Future Than People to Use Them

"I DO NOT view radio in its present state as the radio of the future," said David Sarnoff, RCA president and NBC board chairman, in the course of his colloquy with FCC Commissioner Thompson and FCC General Counsel Dempsey during the May 17-19 windup of the FCC's Network Inquiry. Changes that are coming in the radio art from now on will come faster than they have in the last decade, he predicted.

"I can see the day," he said, "when there will be more networks possible, technically, than people to use them. There is no reason I can see why there cannot be a dozen, or two dozen, or several dozen national networks. But in order to have them it is necessary to develop waves in the ether which may now be characterized as wasteland. And by permitting those who are functioning in the art at present to continue their development and research and experimentations you will expand rather than narrow competition in the radio field."

New Channels Foreseen

Future developments that will affect the broadcasting industry depend on laboratory work, financial and economic factors, and the attitude of the government and the FCC, Mr. Sarnoff declared. It was his view that, in its present space, the radio art has reached "technical saturation". Reviewing personal observations of the "technical revolutions" that have occurred at approximately five-year intervals since he entered the communications field in 1906, he recalled the passage from the spark system of transmission to continuous wave transmission through vacuum tubes, wireless telephony, transoceanic communication, the use of shortwaves, and, today, broadcasting and television.

"The problem is, and the solution must be, to expand the use of the radio, to find new means of communication, to make 2 or 100 or 1,000 blades of grass grow where only one grows today," he said. "Based on my experience, observations, or contacts with our scientists or engineers, I have no hesitation in saying that in my opinion the number of channels for radio communication which it is possible to develop into useful channels are many times the number that now exist. In fact, they may be a hundredfold or a thousandfold.

"We now speak not in terms of longwaves or shortwaves. We refer to ultra-shortwaves, centimeter waves, micrometer waves, millimeter waves, and we talk of modulating these waves through frequency modulation, through amplitude modulation, through phase modulation, or a combination of these elements. I can foresee a network which can carry not only broadcasting but also telegraphy, telephony, multiplex communications, facsimile, television and the like, all on one network. I can see the possibilities of developing systems of inter-communication, both for sound broadcasting and for television, that will not depend upon wires at all, where you can carry these signals and these images by means of a radio line instead of a wire line, utilizing radio relays.

"When these developments are perfected, as I believe they will be in time, you will have more facilities available for use then than there will be people to use them. And so it is important that in any appraisal of the problems of radio that present-day limitations be not employed as the standard for tomorrow's governmental regulations.

"The worst possible thing that could happen would be to put radio technique in a legislative straitjacket, because if that were done, there would be a complete negation of the purposes of the Radio Act which in the very preamble refers to the development of radio to its maximum capabilities."

Freedom of Radio Sought by Council

Civil Liberties Group Urges Programs on Public Issues

THAT all radio stations should be required to devote a certain proportion of their time for the discussion of public issues and for educational programs, is proposed in a series of rules designed "to promote freedom of the air" laid before Chairman McNinch of the FCC in a memorandum from the National Council on Freedom from Censorship, an affiliate of the Civil Liberties Union. The memo is signed by Quincy Howe, author, chairman; Elmer Rice, playwright, vice-chairman; Henry J. Eckstein, secretary of the Council's radio committee, and Roger N. Baldwin, director of the Civil Liberties Union.

It is proposed, moreover, that "stations putting on a program involving a controversial issue should extend equal facilities to at least one important contrary view immediately after the original discussion."

Longer Licenses Urged

That longer license terms be granted broadcasters within the three years permitted by law, is also suggested. In considering applications for licenses, the Council proposes that "applications from an educational institution, a labor organization or a municipality should be given preference over a profit-making enterprise, particularly in communities which already have commercial radio stations."

Alluding to recent remarks by Chairman McNinch critical of certain programs, notably the Mae West episode and programs involving racial prejudice, the Council declared that "such statements have the effect of exercising duress on the stations. We submit that no public statement concerning the character of programs should be made by the Commission or any of its members."

Two matters touching on freedom on the air should be left to Congress, according to the Council. One is to relieve stations of liability for slander in programs concerning public issues on sustaining time. The other is the provision in the Communications Act concerning obscene, indecent and profane language, "the use of which may be the occasion for refusing the renewal of a license or for revoking it." The Council held that public issues should be freely discussed without the necessity of advance censorship by station managers and that "speakers alone should therefore be held liable under the civil or criminal law." Obscenity should be handled only by criminal prosecution under State or Federal law, it is contended.

The Council also called to the Commission's attention the policy of the large networks in refusing to sell time to non-commercial groups, stating: "This policy results in an unfair handling of public issues, for commercial sponsors have used the time they buy for the discussion of controversial public questions which cannot be presented by the other side unless it too has goods or services to sell. Thus a labor organization may not buy time on the networks while employers and employer-industry groups through commercial advertisers may state their case without restriction. The only remedy for this unfair situation is to prohibit a discussion of public issues on commercial time."

Tison and Lane Named NAB Directors; Pre-Convention Elections Completed

WITH the unanimous reelection of W. Walter Tison, WFLA, Tampa, and the election of Howard Lane, business manager of the McClatchy stations in California, as district directors, the new membership of the NAB board for the ensuing year has been completed, except for the six directors-at-large. The latter, two each to represent clear, regional and local groups, will be nominated and elected at the NAB convention in Atlantic City, July 10-13.

Mr. Tison, a prominent figure in industry affairs, was reelected at a meeting at Ponte Vedre Beach May 14-15 for the 5th District, comprising Georgia, Alabama and Florida. E. Claude Mills, chairman of the executive committee of ASCAP, addressed the session and took a conciliatory attitude. [See separate story]. Neville Miller, NAB president, and Andrew W. Bennett, NAB counsel, also were present and spoke.

Succeeding Ralph R. Brunton, KJBS-KQW executive, twice a director, Mr. Lane will represent the 15th District, which comprises Northern California, Nevada and Hawaii. He was elected at a meeting in San Francisco May 17. In addition to his executive post for the McClatchey stations, Mr. Lane is manager of the California Radio System, regional network.

Mr. Tison

Mr. Lane

The New Directorate

At both of the district meetings, legislative, copyright and sales matters were discussed. Another district held during the last fortnight was that of the 2d District in Schenectady, May 19, attended by New York State broadcasters. Harry C. Wilder, WSYR, Syracuse, district director, presided, and NAB Counsel Bennett attended on behalf of association headquarters.

With all district elections now completed, the new lineup of 17 district directors, to serve for the year immediately following the Atlantic City convention is:

Paul W. Morency, WTIC, Hartford (succeeding John Shepard 3d); Mr. Wilder; Clifford Chafey, WEEU, Reading, Pa. (succeeding Clair McCullough); John A. Kennedy, WCHS, Charleston, W. Va.; Mr. Tison; Edwin W. Craig, WSM, Nashville; J. Harold Ryan, WSPD, Toledo (succeeding Mark Ethridge); John E. Fetzer, WKZO, Kalamazoo; Gene Dyer, WGES, Chicago (succeeding Walter J. Damm); John J. Gillin Jr., WOW, Omaha; Earl H. Gammons, WCCO, Minneapolis; Herb Hollister, KANS, Wichita; O. L. Taylor, KGNC, Amarillo; Mr. Lane; Donald W. Thornburgh, KNX, Hollywood; and C. W. Myers, KOIN-KALE, Portland, Ore.

Directors-at-large, whose terms expire with the convention, are Harold Hough, WBAP, Fort Worth, and Lambdin Kay, WSB, Atlanta, for the clear channel stations; Frank M. Russell, NBC Washington vice-president, and Elliott Roosevelt, Texas State Network, as regional directors; John Elmer, WCBM, Baltimore, and Edward A. Allen, WLVA, Lynchburg, Va., for the local stations.

The district directors, under NAB bylaws, will nominate 12 broadcasters for these six at-large posts, four for each of the three specific categories, just in advance of the convention opening. The names will be brought in for vote of the convention delegates on the opening day.

NAB SECOND district broadcasters photographed as they met in Schenectady May 19 under the chairmanship of Harry C. Wilder, WSYR, Syracuse, district director. Attending the meeting were William I. Moore, WBNX; Richard E. O'Dea and M. J. Weiner, WNEW; Harry A. Woodman and M. M. Boyd, NBC; Sidney Kaye and John Gude, CBS; William Fay and Jack Kennedy, WHAM; Morris Clark, WHEC; Phil Hoffman, WSYR; Samuel Woodworth and Charles Phillips, WFBL; George Bissell and Martin Traynor Jr., WMFF; Edgar H. Twamley and Cliff Taylor, WBEN; I. R. Lounsberry and L. H. Avery, WGR-WKBW; Joe M. Clark and Nathan Cook, WIBX; Fred Keesee, WMBO; Harold E. Smith, Al Sardi and Ken Johnson, WOKO; Harry Goldman, WABY; Kolin Hager, WGY; B. W. Bullock and G. E. Markham, General Electric Co.; and Andrew Bennett, NAB counsel, who attended as headquarters' representative.

King Elected President Of Florida Broadcasters

FRANK KING, general manager of WMBR, Jacksonville, Fla., was elected president of the Florida Association of Broadcasters at a special meeting May 15 during the NAB Fifth District convention at Ponte Vedre Beach, Fla. On the same day the Georgia delegation decided to reorganize its state association, leaving details for later decision.

The Florida association elected Gilbert Freeman, WTAL, Tallahassee, as first vice-president; Harold Danforth, WDBO, Orlando, second vice-president, and Spencer Mitchell, WDAE, Tampa, secretary-treasurer. The board of directors will comprise the officers and Walter Tison, WFLA, Tampa; Fred Borton, WQAM, Miami, and Henry Wells, WCOA, Pensacola.

NAB Advertising Bureau Starts Promotion Service

AS A "new service", the NAB May 18 sent to its membership the first brochure dealing with its recently created Bureau of Radio Advertising. Designed to promote radio as an advertising medium, the membership was sent material proposed to be used for personal presentation by station salesmen to prospective radio advertisers. Stations will be billed the actual print cost for data they receive. The plan contemplates a minimum of 26 studies and a maximum of 52 to be printed on forms for sales use.

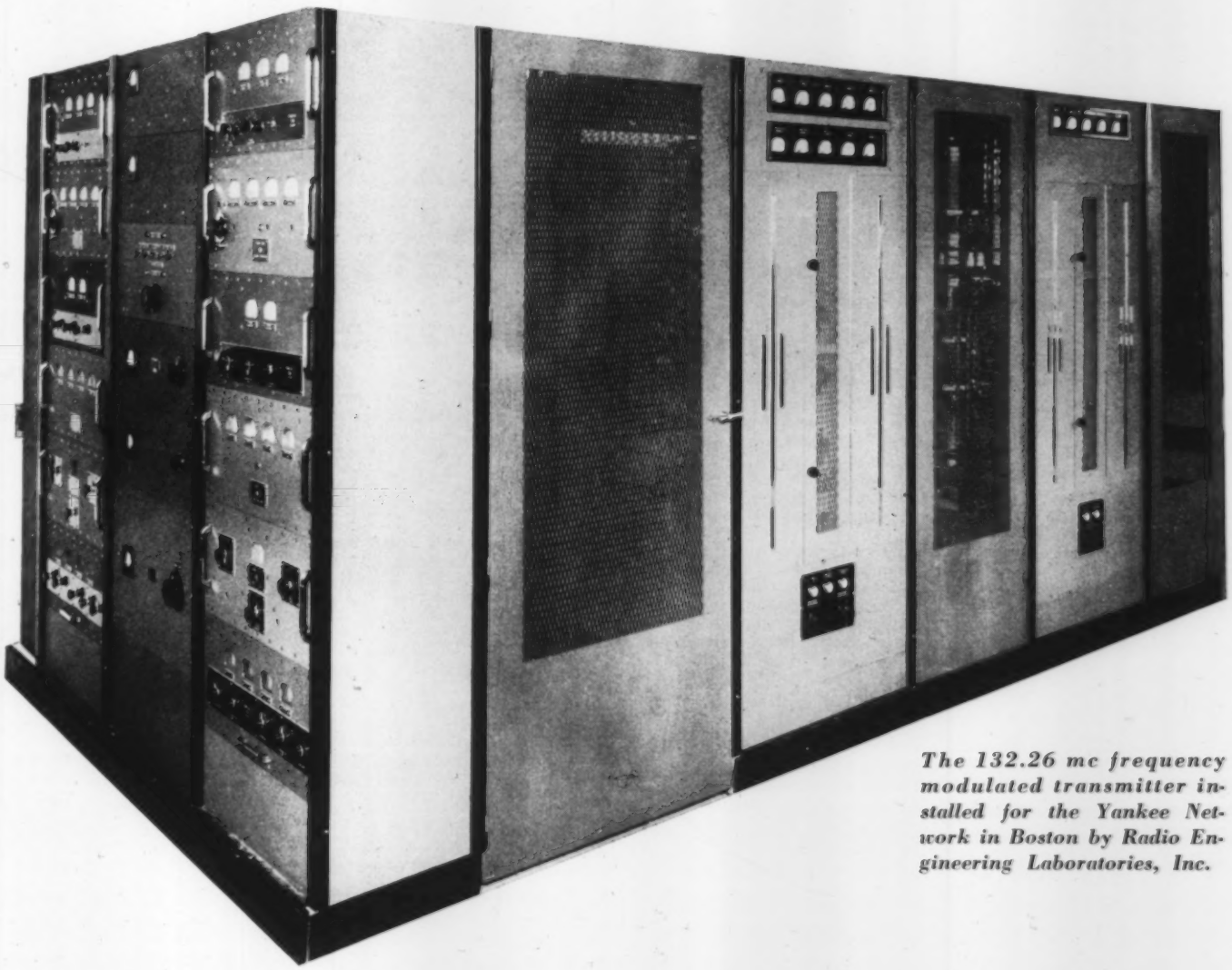
These new activities will be divided between Paul Peter, NAB director of research, and Ed Kirby, director of public relations. The latter said it is designed to "fill a long-felt need of member stations that some central clearance point should be established to supply facts, figures and selling ammunition for the local promotion of radio as an advertising medium."

Texas Pecan Drive

THE TEXAS pecan industry, which annually accounts for 40% of the nation's crop, at its annual meeting in Brownwood, Texas, May 12, retained Leche & Leche, Dallas agency, to make a detailed study of the industry's problems and markets, and to prepare plans for a nationwide advertising campaign this fall. A bumper crop of 25,000,000 pounds is expected. The study will be submitted to the industry in July, and will include an investigation of the channels of distribution and the commercial and consumer markets. Possibilities for new and more extensive uses of Texas pecans also will be investigated.

KDAL, Duluth local, has been authorized to increase its daytime power to 250 watts. It operates on 1500 kc.

FREQUENCY MODULATION
"ARMSTRONG SYSTEM"



The 132.26 mc frequency modulated transmitter installed for the Yankee Network in Boston by Radio Engineering Laboratories, Inc.

For three years REL has built component units for pioneer Frequency Modulated Stations, W2AG, Yonkers, N. Y. and W2XMN, Alpine, N. J.

REL

We are supplying complete transmitters for the new system. Your engineering inquiries are welcomed.

RADIO ENGINEERING LABORATORIES, Inc.
LONG ISLAND CITY, NEW YORK

End of Station Leases Is Seen As FCC Denies WAPI Transfer

Action Follows Refusal to Permit KSFO to Lease To CBS; Recapture of Licenses Is Opposed

IN A DECISION establishing a precedent which apparently foreshadows the eventual ending of all broadcast station lease contracts, the FCC on May 16 denied the voluntary assignment of WAPI, Birmingham, from Alabama Polytechnic Institute, University of Alabama and Alabama College to a new corporation known as Voice of Alabama Inc. The decision was unanimous, Chairman McNinch not participating due to absence on account of illness.

The application involved a 15-year lease of the 5,000-watt station by the three educational institutions, now holding the license, to Voice of Alabama Inc., in which CBS is listed as a 45% stockholder; Ed Norton, Birmingham businessman and controlling owner of WMBR, Jacksonville, as 42% stockholder; and Thad Holt, manager of the station, as holder of the remaining 13% stock. The station is now operated commercially under a management agreement with Mr. Holt.

Follows KSFO Precedent

In rejecting flatly the theory of leasing stations to new parties, subject to eventual recapture of licenses, the Commission generally followed the precedent laid down last Oct. 20 when it denied an application of KSFO, San Francisco, for assignment of its license to CBS under a leasing arrangement [BROADCASTING, Nov. 1, 1938]. Whether the decision in the Birmingham case forecasts action by the Commission either to void or require new arrangements covering existing station leases and management contracts, heretofore condoned for the most part, is now conjectural.

It is expected that counsel for the Voice of Alabama Inc. will petition the Commission for a rehearing and reconsideration of its decision, failing which it may appeal to the courts. The WAPI lease agreement, filed May 11, 1937, provided that the station be operated by the assignee for 15 years from Aug. 1, 1937, in consideration of payment of a monthly rental of $1,000; that complete control of the station, including equipment and programs, be vested in assignee, and that all revenues and financial responsibility be assumed by the assignee, though the assignors would use WAPI facilities at certain times each day without charge.

"In a growing number of cases," the Commission decision stated, "licensees of broadcast stations are applying to the Commission to permit an assignment of license to some other person who proposes to lease the equipment of such licensees for a period of years, agrees to pay rental for such equipment (usually in an amount greatly disproportionate to the cost of the physical facilities leased) and who further agrees in the lease that at the expiration thereof he will apply for a reassignment of the station license to the original licensee."

This practice is labeled as "subversive of the general public interest." It would have a tendency, the decision states, to "domination and control of radiobroadcast facilities by persons or corporations to whom licenses therefor are once issued by the Commission, and who thereafter, although not operating the stations themselves, exact tribute in the form of rental from those actually using the facilities to serve the public."

Danger of Domination

"Under such an arrangement," according to the decision, "persons holding radio station licenses are enabled to lease their station equipment for a period of years, and then re-enter and obtain again a license to operate a station. Although it is true that at the expiration of the lease the license can only be reassigned to the original licensee with the approval of this Commission, the Commission is not authorized to withhold its approval when an application for assignment of license is made if the granting of such application is in the public interest. In the usual case, by the device of such lease arrangements as this, persons or corporations holding broadcast station licenses are in a position to establish themselves indefinitely in control of a particular radio station, that is, they are able to put themselves in the same position at the expiration of the lease as though they had continued to operate the station during the lease period.

"We do not consider it in the public interest to permit a practice to continue which has the effect of permitting existing broadcast licensees who disassociate themselves from the operation of their stations for a period of years to be in the same position as those who continue to operate their stations. We believe that when an existing licensee divests himself of his license by voluntary assignment, he should thereafter be in the same position as any other person who does not possess such a license. Broadcast station licensees who are now licensed and who continue in the operation of their stations to serve public interest, convenience and necessity, will continue to receive renewals of license if the issuance of such renewals will serve public interest, convenience and necessity. Persons, however, who are today broadcast licensees but who for the next 10 or 15 years will not be licensees because they lease their stations and transfer their licenses to other persons should not have the same prerogative. To permit this practice to continue would be to create a situation in which those persons now licensed to operate radio stations would be able to exercise a practical domination and control over the broadcast facilities in this country.

"We see nothing improper in a licensee of a broadcast station applying for assignment of station license to another person. If the granting of such application will be in the public interest, the Commission will grant such application. On the other hand, if such licensee does not desire to assign such station license and can demonstrate that continuing to renew his license will serve the public interest, convenience and necessity, it is obviously proper that he should be permitted to continue as a station licensee. Whether, however, he should be permitted by virtue of his position as a licensee today to obtain a license some time in the future, having given up his station meanwhile, presents a different question.

"We do not mean to imply that a licensee of a broadcast station who assigns his license with the approval of this Commission to another is thereafter ineligible to receive a license. Such position would, of course, be untenable. We do think that it is not in the public interest to permit a licensee to use the fact that he has a license, and is, therefore, in a unique bargaining position, as a basis for requiring a commitment to reassign the license to him from his assignee. * * *

Rights of Licensees

"Any person may receive a radio station license upon proper application if public interest, convenience and necessity will be served by the granting thereof. Any person holding a radio station license may continue as a licensee under such license or a renewal of the same so long as public interest, convenience and necessity will be served thereby. Any person holding a radio station license who no longer desires to operate such station may assign his license to someone else if the assignment of such license will be in the public interest. We do not think, however, that Congress intended, or that the public interest permits persons who receive radio station licenses to continue in control of the facilities beyond the time in which they exercise their prerogative as a licensee by actually operating the station."

On Maiden Voyage

CBS, NBC and MBS have accepted the invitation of the Cunard White Star Line to assign representatives for the maiden voyage of the new *Mauretania*, which will sail from Liverpool June 17 and arrive in New York June 23. BBC technicians will also be on board and several broadcasts will originate from the ship. John Steele, MBS European representative, William Shirer, CBS Central European representative, and Fred Bate of NBC in London will make the crossing to serve as ship commentators for the networks.

PROOF THAT the *Lone Ranger* is far from a recluse when it comes to production of radio's most sensational serial, is seen in this lineup of the dramatic staff of WXYZ, Detroit. The largest staff of actors and actresses of any single station, the character leads are anonymous—the *Lone Ranger's* identity, for example, has never been disclosed. George W. Trendle, president of King-Trendle Broadcasting Corp., and a pioneer theatrical and radio figure, is responsible both for the *Ranger* theme and the *Green Hornet*, as well as other WXYZ dramatics, which have gained national fame. The only two figures in the above photograph who are identified are Harold True, studio manager (seated in front row center with white socks) and to his right Charles (Chuck) Livingston, dramatic director of the WXYZ shows.

Lone Ranger Files Intringement Suit

Damages of $250,000 Sought From Cowboy and Circus

THE LONE RANGER Inc., Detroit, has filed suit for $250,000 damages against Lee Powell, motion picture and circus cowboy, and Barnett Bros. Circus, which features Powell, for alleged infringements of the copyrighted radio and motion picture drama, *The Lone Ranger*. Suit also has been threatened against Grand National Pictures, growing out of exploitation of a film in which Powell appeared. George W. Trendle, president of WXYZ and the Michigan network, heads the Lone Ranger Company.

Powell was one of five actors who portrayed the roles of rangers in the first motion picture serial of "The Lone Ranger", produced by Republic Pictures, according to the plaintiff. Subsequently, a second "Lone Ranger" movie serial, in which Powell did not appear, went into production. However, a story, "I Am the Lone Ranger", appeared about the same time under Powell's byline, and this story was challenged immediately by The Lone Ranger Inc., through its attorneys, Muerer & Muerer.

Later Movie Released

In March, 1939, another movie, titled "Trigger Pals", was released by Grand National and advertised as featuring "Lee (Lone Ranger) Powell". Muerer & Muerer promptly advised Grand National their client believed the studio was trading on the popularity of the radio drama and motion picture serial, and the company agreed to adjust the situation and call in all publicity released to eliminate reference to "The Lone Ranger" in connection with its exploitation campaign.

More recently, Lone Ranger Inc. officials, learning that Powell was appearing with Barnett Bros. Circus and was alleged to be trading on the Lone Ranger popularity, filed $250,000 damage suit in the Federal court at Lewisburg, Pa., contending the corporation had spent more than $1,000,000 in promoting the copyrights, trade names, titles, and licenses of its property.

In addition, the plaintiff secured an order against Powell and the circus to show cause why they should not be restrained from using the title "Lone Ranger" or the "Hi, Yo! Silver!" call pending trial of the suit. The Macon Circus Equipment Co., a Georgia corporation, from which the circus allegedly leased its equipment, also was charged with "conspiracy to deceive and mislead the general public" in the allegations. Proceedings on the show cause order, originally set for May 15 in the Lewisburg court, have been adjourned to June 5, and further postponement is considered likely.

Ford Used Car Spots

FORD MOTOR Co., through its used car dealers in the mid-Southwest, on May 17 started a six-day campaign of 26 spot announcements on 17 stations in Alabama, Arkansas, Mississippi, Tennessee and Texas. McCann-Erickson, New York, placed the account.

To be opened this month---

WFBR'S NEW HOME

"RADIO CENTRE"

MOST MODERN IN THE U. S.!

SIX STUDIOS — including exceptional facilities for accommodating large audiences for LOCAL shows. NOW 5000 WATTS (L.S.)

IN BALTIMORE THEY LISTEN TO—

WFBR

National Representatives: EDWARD PETRY & CO. NEW YORK • CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION

BASIC N.B.C. RED NETWORK

Where's

Some "get-that-reservation-in-quick" suggestions:

. . . How About Pony Express?

Lightning-fast delivery in the 1850s. But Union Pacific and Katy have most of the business now and our regular pony-expressman hasn't been around lately. Better try something else.

. . . Or Carrier Pigeon

Used with excellent success by the Army, bird fanciers and espionage agents. If you go in for this service, instruct your bird to try the eighth floor, National Press Bldg., third window-sill to the left.

Send it today and

Your Reservation?

Happy hunting awaits your advertising message in our RADIO MARKET ATLAS and July 1 NAB Convention Number. But we need your reservation right away. Advertising forms close almost before you can say "Big Chief Rain-in-the-Face."

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BLDG • WASHINGTON, D. C.

. . . **Bell Telephone's OK**

Highly favored by the telephone company. Call Washington, Metropolitan 1022 and ask for Miss Boyd, Miss Crump or Miss Steele. If during business hours, you can reverse the charges

. . **Western Union says "Wire"**

So do Postal Telegraph and the Florist Association. Personally, we always get a thrill when the teletype machine in the outer office starts clicking. It might be a page reservation

send it collect!

XUM

FCC Group Urges Television Caution

But Pushes Cooperation; Does Not Endorse RMA Standards

AS PREDICTED, the FCC Television Committee May 22 recommended to the full Commission a policy of caution and cooperation in dealing with the visual medium but with no formal action on proposed technical standards.

Taking what generally was regarded as a lukewarm attitude, the three-man committee advised extreme care lest the public be misled and concluded that a longer period of experimentation and observation should be had before laying down definite rules or principles. It recommended that the Commission adopt "a policy of cooperation" with the industry and that it keep fully informed on all developments, through authorization of further studies by the Television Committee.

The suggestion previously advanced, that a formal public hearing be held on proposed standards, was opposed and the Committee urged the Commission to announce that no such hearing will be held until public reaction to television can be gauged more accurately. Members of the Committee, which for the last several months has had the subject under advisement, were Commissioners Craven, chairman, Case and Brown.

Compares with Early Autos

Declaring that television technology today stands at approximately the same point on its road of development as did the automobile business immediately prior to the advent of mass production, the Committee said that it was "extremely hesitant to recommend anything which might later prove to hamper the orderly development of the industry."

In concluding that it should not approve or disapprove the standards proposed by the Radio Manufacturers Assn., the committee said it was of the opinion that it would be hazardous to the industry and the public to attempt "by administrative fiat" to freeze the art at this stage of its development.

RMA, through its executive vice-president, Bond Geddes, stated May 25 that it proposed to develop television according to the 441-line standards it had adopted. Mr. Geddes said the Committee's action had no bearing on its procedure. The Committee's decision, he pointed out, leaves the industry free to develop television without restriction.

Among other things, the Committee pointed out that the British public, even under most favorable conditions as to geographical location and distribution of population, has not been particularly responsive to television performances by the government-subsidized British Broadcasting Corp. Optimistic estimates indicate that in a population of approximately 14,000,000, not more than 14,000 sets have been sold, the Committee said.

Asserting that the technical development of television has now reached a fork in the road of scientific progress, the Committee said the ultimate objective is to obtain standard performance from stations so that every receiver operated by the public will be capable of receiving every transmitting station within range. From the broadcast standpoint, television is now barely emerging from the technical research stage of development. As a consequence, patience, caution and understanding are required with careful coordinated planning essential within the industry, and between the industry and the FCC.

Some Flexibility Needed

If standards are to be adopted, they should be sufficiently flexible to permit not only improvements in quality but also radical reductions in price, the Committee said. Unless the television receiver of the future is to be within the pocketbook range of the average citizen, "television as a broadcasting service to the general public cannot thrive as a sound business enterprise for any extended period."

Dealing with television as a future industry, the Committee said there are economic pitfalls to be avoided if it is to become a sound business enterprise. While it may have distinct social advantages as a major industry through creation of new employment, the Committee said it appears necessary to exercise caution to "minimize disadvantages which could result in unnecessary displacement of labor in industries which may be adversely affected by television on a national scale."

Pointing to the limited number of channels available—seven below 150,000 kc. and 12 with unknown characteristics above that range—the Committee said that television service on a nationwide scale ultimately must be operated on a competitive basis. At present, because of the high cost of operation, it said, cities of less than 100,000 population may have difficulty in supporting one television station and in cities of population less than 1,000,000 it may be difficult to operate two television stations on a profitable basis if reliance for financial support must be placed upon advertising as the only source of income. Thus, the Committee asserted, with the scarcity of channels and the estimated high cost of operations, it appears likely that research must be concentrated along these lines.

Only a Big City Service

The Committee said that in its opinion practical television service on a nationwide scale cannot be expected for some time. Facilities for network distribution have not been developed, financed and constructed, it said, and much has yet to be learned concerning program production as well as financing. Therefore, it stated, for the next few years the largest metropolitan centers will be the only ones receiving television service and the smaller centers of population will not have service available "for several years". The cost of receivers, it added, will be high during the first years of development and this in turn may have an additional retarding effect upon the construction of transmitting stations particularly in the smaller communities.

It seems safe to conclude, the Committee said, "that the establishment of a television service on a national scale will be a gradual development, beginning progressively with the larger cities, and over a period of years finally becoming available to smaller communities."

Protect Investing Public

Appraising the economic aspects, the Committee said "extreme caution should be taken to avoid investment in unproven enterprises."

"Good business acumen should be exercised by all concerned and exhaustive scrutiny of every television financial prospectus should be undertaken to insure adequate protection of the investing public," it added.

Positive and active steps must be taken to promote television lest it be permitted to die in the laboratory because more research is necessary, the committee said. The public interest will not properly be served by those who attempt to minimize the possibilities of television, it added. "It is imperative that this Government take no action which retards logical progress in the art," the committee pointed out, adding that the Communications Act requires the Commission to encourage the larger and more effective use of radio in the public interest.

Despite the problems ahead, the Committee said it saw no reason for an assumption that these will not be solved. The obstacles, it said, can be overcome "by encouraging inventive genius organized and financed by private American enter-

COMMERCIAL facsimile, when it comes, will have a salesman who knows the business from the ground up, in fact practically born with the stuff in his hair. Robert DeTchon Jr., 14-month-old son of the WHK star salesman in Cleveland, is seen all tangled up in Finch facsimile coming over the Crosley Reado receiver in WHK's reception room. The station has daily facsimile broadcasts for visitors to observe.

Television Recommendations

Conclusions of FCC Television Committee's Report

1. That the FCC neither approve nor disapprove the standards proposed by the Radio Manufacturers Assn. This recommendation is made first because the Commission by law is required to grant licenses to applicants for television stations, who prove that the granting of such applications would be in the public interest, and, second, because it appears undesirable to take any action which discourages private enterprise or which decreases the incentive for undertaking research to effect further improvements.

The Committee suggests that in taking this action the public be informed that in failing to approve the standards the Commission does not believe the proposed standards to be objectionable as a phase of a rapidly developing service. The public should also be informed that the Commission desires to be free to prescribe better performance for the transmitters it may license in the future when and if such improvements are proved to be in the interest of the public.

Also, in making this recommendation the Committee suggests that it be made clear that the proposed standards do not at this time appear to be suitable for the 12 undeveloped higher frequency channels reserved for television.

2. That the Commission require future applicants for television station licenses proposing external transmitter performance differing from those previously in general use, to prove that such proposed performance not only equals the established quality but also will be in the public interest in view of the changed situation thus created.

3. That the Commission adopt a policy of cooperation with the industry as a whole and that it immediately arrange a procedure by which it can keep abreast of current developments in the technical phases of television and at the same time acquaint the industry with the problems inherent in the current allocation phases of television. For this purpose it is suggested that the Commission authorize its Television Committee to undertake further studies of the development of television as it progresses and to report from time to time to the Commission the status of such development, as well as to recommend any action which may appear appropriate at the time.

4. That the Commission announce that it will not hold a formal public hearing on the subject of proposed standards at this time. This recommendation is made because it does not appear that constructive results will be obtained at this early stage of development. After experimental operation has proceeded to the point where public reaction to television development can be gauged more accurately, a more opportune time for such a public hearing might then be presented.

prise." Private industry, it pointed out, has already spent millions in developing technical television to the point where it is more than a dream of inventive genius. From a scientific standpoint, it concluded, television is now practical, even though its quality is susceptible of improvement.

Declaring that it appeared useless to expect private enterprise to continue to pour additional capital in the further development of technical aspects of television unless there can be foreseen some hope of an eventual return on the investment, the Committee said the time is fast arriving when it will become necessary to ascertain public reaction to the service potentialities of the medium. This can be accomplished only by limited public participation through the purchase of receivers, manufactured in the earlier stages of technical development. Apropos the RMA standards, the Committee said it saw no harm in the process, provided the public is made fully aware of the facts regarding the potentialities of obsolescence of the television receivers they purchase.

Adoption of transmitter performance specifications by the Commission might encourage the public to purchase receivers in the expectation that changes in Commission specifications of transmitter performance would not be forthcoming if such changes had the effect of rendering receivers in current use unworkable. Consequently, the Committee said, it is incumbent upon the FCC to keep the public informed of the intentions of the Commission with respect to television performance specifications.

The standards as proposed by RMA do not contain a maximum degree of flexibility, the Committee stated, holding that additional research may prove advantageous. A responsibility was declared to rest upon manufacturers to undertake a service to insure against radical and rapid obsolescence of the receivers purchased by the public.

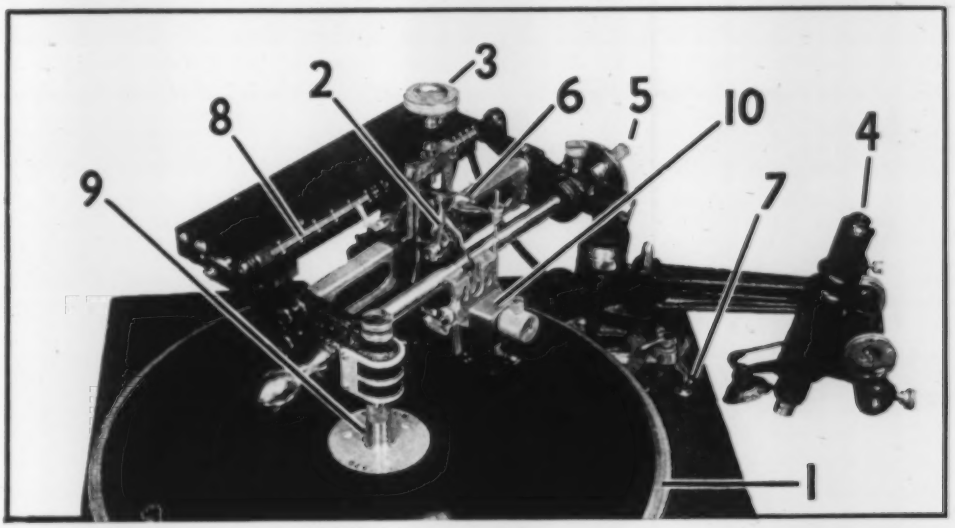
A Patent Mixup

Dealing with patents, the Committee said the situation is chaotic and no aggregate estimate can be made of the ultimate holder of any essential patent to a complete television system. However, it pointed out that all patentees or potential claimants appeared to recognize the need of coping with the situation in a common sense manner either by universal cross-licensing or some other method. It added that patents are not a matter directly within the scope of the FCC's jurisdiction but that before the Commission prescribes any minimum performance requirements for licensed transmitters, it should assure itself that the resultant patent base is as broad as possible and at the same time consistent with good quality technical transmission.

On cost of receivers, the Committee pointed out that sales prices are in the higher brackets today, thus precluding their purchase by large portions of the public. While mass production may reduce these costs somewhat, there is inherent

(Continued on Page 58)

PRESTO ANNOUNCES THEIR NEW 8-A COMMERCIAL RECORDING TURNTABLE



WITH 15 ORIGINAL AND IMPROVED OPERATING FEATURES

1. Rim driven turntable, originated by Presto, now adopted by every manufacturer of instantaneous recording equipment.

2. Cam lever lowers cutting head gently, prevents damage to sapphire needles.

3. Thumbscrew rapidly adjusts angle of needle while cutting.

4. Forty-power microscope for examining cut.

5. Spiralling feed screw makes starting and run-out grooves.

6. Lever engages cutter carriage with feed screw.

7. Combination speed change and motor switch lever prevents flats on idler wheels.

8. Four-sided, rotating scale shows recording time at 96,112,120 and 140 lines per inch at 78 and 33⅓ RPM.

9. Flangeless drive permits quick removal of shavings.

10. Improved high fidelity cutter records uniformly a frequency range from 40 to 8,000 cycles and gives 4 db higher playback level.

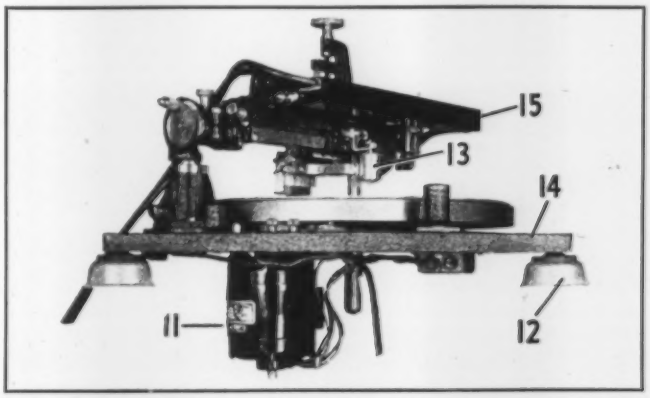
11. New, vibrationless motor.

12. Shockproof mountings suppress vibration from outside sources.

13. Vertical damper suppresses transient modulation, eliminates flutter, prevents patterns due to vibration or surface irregularity in discs.

14. Sixty-pound cast iron base assures permanent alignment of turntable and cutting mechanism.

15. Automatic equalizer assures full frequency response range throughout 33⅓ RPM recordings.



Mounting dimensions of the new Presto 8-A recorder are the same as the Presto 6-C and 6-D portable recorders. A liberal trade-in allowance will be made to radio stations and studios that wish to bring their recording facilities up to date. In writing give type and serial number of your present turntables.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.

NORMAN B. NEELY • 5334 Hollywood Boulevard • Hollywood, Cal.
California Representative for Presto Recording Corporation

Latin Radio Plan Opposed by Moley

Says Chavez Station Would Be Step Toward Propaganda

PROPOSED erection of a Federal radio station to promote American interests in South America is an opening wedge toward a Government propaganda station aimed at American citizens, according to Raymond Moley, former New Deal brain truster, writing in the May 22 issue of *Newsweek*.

In an editorial titled "Totalitarian Broadcasting", Mr. Moley discussed the bill of Senator Chavez (D-N. M.) to provide $3,000,000 for a Federal international station and found in the plan a sinister relation to the National Emergency Council's transcription series inaugurated May 9 on 150 stations by President Roosevelt [BROADCASTING, April 15, May 15]. He noted that the President's references to the press in his disc talk coincided with the purported effort of Secretary Ickes of the Interior Department and other Administration members to discredit the press.

Mr. Moley referred to hearings last year on similar legislation for an international station and mentioned what he termed "inadvertent" testimony by Rep. Celler (D-N. Y.), and the late T. A. Walters, then a subordinate of Mr. Ickes', which he said indicated the international station was a subterfuge to get a Federal station aimed at domestic listeners.

Domestic Rebroadcasts?

The editorial stated that private American stations are broadcasting more hours per week to South America than totalitarian nations. Claim that these American programs are not heard by Latin nations was denied.

Mr. Moley saw significance in the fact that "there has already been talk of the 'rebroadcasting by existing radio stations . . . of educational and cultural programs for domestic use during the time the station was not transmitting Pan-American programs'."

In warning of the dangers involved, he said: "Before America quite realized what was happening, an enormous institution of propaganda power would be in existence. The Government would be directly and squarely in competition with private broadcasting and, as is the case when the Government competes with other private businesses, millions of taxpayers' money would destroy millions of private investment.

"It might well be that, ultimately, like the people in other countries whose fate we deplore, we would be at the mercy of the kindly ministrations of some Washington Goebbels who would permit us to listen to the kind of music that he considered harmonious, to the songs he thought had social significance, to plays by WPA writers, to news provided by Government press agents and to political comment by the President, his subordinates and such Congressmen as he might select for the purpose. All of this by Government subsidy—free—except for the minor matter of taxes."

AN INJUNCTION was granted Time Inc. and *March of Time* by a Federal court in New York May 25 against Voice of Time, producer of recorded versions of radio speeches, for infringement.

Clients Boost Expenditures for Radio As They Stay on the Air, NBC Learns

TENDENCY of advertisers trying radio to increase their expenditures in this medium as they continue on the air, recently reported by CBS [BROADCASTING, May 15], is true of NBC clients as well, according to a breakdown of expenditures for time on NBC networks by 28 clients who have used the networks continuously for four years or more. The 23 clients of more than five years standing have increased their weekly expenditures by 849%, and the five advertisers who have been with NBC for four years by 320%. Average increase for the entire 28 clients from their first week on NBC to April of this year is 692%, or from $81,353 to $643,909.

Tabulation of advertisers continuously on NBC for four years or more, showing starting dates, gross expenditures for the first week on the network and current weekly grosses, follows:

	Date	Gross Expenditure 1st Week	Gross Expenditure Ave. Week April 1939
American Home Products Co. (34in-1 Oil)****	Sept. 18, 1928	$2,000	$35,418
American Tobacco Co. (Luckies)****	Sept. 15, 1928	9,130	29,087
Bristol-Myers Co. (Ipana Toothpaste)	April 8, 1925	1,840*	23,604
Carnation Co. (milk)	April 26, 1931	930	11,299
Cities Service Co. (Gas & Oil)	Feb. 18, 1927	3,920	13,303
Cummer Products Co. (Molle)	Sept. 25, 1933	4,102	13,312
Firestone Tire & Rubber Co.	Dec. 3, 1928	4,648	11,534
F. W. Fitch Co. (Shampoo)	Sept. 24, 1933	1,972	10,005
General Foods Corp.		3,081	45,480
Maxwell House Coffee	Jan. 5, 1927	1,500	20,739
La France Soap Flakes	Jan. 7, 1927	1,581	
General Mills (Gold Medal)	Oct. 5, 1927	1,611	47,602
Andrew Jergens Co. (Lotion)****	Dec. 5, 1931	3,157	12,482
S. C. Johnson & Co.****	Aug. 23, 1931	5,875	11,722
Kellogg Co. (Kaffee Hag)	Sept. 7, 1930	1,975	15,740
Lady Esther Co. (Cosmetics)	Jan. 17, 1932	1,647	8,700
Miles Laboratories (Alka-Seltzer)	April 3, 1932	1,076	31,274
Philip Morris & Co.	April 17, 1933	4,601	9,900
National Dairy	March 5, 1933	603	29,260
Kraft-Phenix Cheese		603	18,554
Sealtest***			10,706
Pacific Coast Borax Co.	Sept. 30, 1930	1,469	6,780
Pepsodent Co.	Aug. 19, 1929	9,306	9,726
Pillsbury Flour Mills Co.	Sept. 11, 1933	6,005	10,860
Princess Pat Ltd. (Cosmetics)***	July 31, 1933	476	1,968
Procter & Gamble Co.**		2,531	118,708
Camay	Jan. 13, 1930	1,059	13,948
Crisco	Jan. 16, 1930	1,472	18,992
Richfield Oil Co.	Jan. 8, 1929	1,375	3,840
Standard Brands (Royal Baking Powder)	Jan. 3, 1928	990	52,688
Standard Oil of Cal.	Oct. 20, 1927	550	2,134
Sterling Products (Dr. Lyons Toothpowder)	May 23, 1927	1,453	58,055
Sun Oil Co.	Feb. 25, 1930	1,962	13,908
Welch Grape Juice Co.	Oct. 4, 1933	3,068	5,520
7.92 times or 692% increase.		$81,353	$643,909
Continuous advertisers for less than 5 years but more than 4		24,264	192,021
4.20 times or 320% increase.			
Continuous advertisers for 5 years or more		57,089	541,888
9.49 times or 849% increase.			

* Expenditure for first NBC Revenue Week—Jan. 1927.
** One of the joint sponsors of a cooperative program—the revenue of which was not broken down prior to date shown.
*** Expired end of April.
**** Continuous since late 1934 or early 1935.

WHEN Kay Kyser stopped off in Hollywood May 19 while en route from New York to Catalina Island, Cal. where his NBC-Red *Kay Kyser's College of Musical Knowledge*, sponsored by American Tobacco Co., now emanates, he was honored at a luncheon. Among those attending were, (l to r standing), John Swallow, NBC western division program director; Jack Runyon, radio department director, Lord & Thomas; Carl Stanton, Lord & Thomas producer, and Walter Johnson, radio executive, Music Corp. of America, Beverly Hills, Cal. Seated are T. Wells, Lord & Thomas executive on the account; Kay Kyser; Lew Frost, assistant to Don E. Gilman, NBC western division vice-president.

KANSAS CITY PLEA OF WREN ARGUED

WREN's proposal to remove from a point mid-way between Lawrence, Kansas and Kansas City, provoked a three-day bearing before FCC Attorney Tyler Berry May 23-25, with opposition developing on economic grounds.

One of the country's pioneer stations, WREN is the NBC-Blue outlet. WDAF, Kansas City, NBC-Red outlet, did not oppose the move but KMBC, KGMO, KITE, WHB and KCKN, the other stations in the city, voiced strenuous opposition. Vernon H. (Bing) Smith, president of WREN, brought out that the station has lost money as a Lawrence outlet and that it was not doing as effective a job of covering Kansas City as was desired.

Keith Kiggins, manager of stations relations for NBC, testified the network favored the move since it desired a better signal for its Kansas City Blue outlet. He said that if the move were not sanctioned, NBC might be disposed to make arrangements with another station as a Blue outlet. KCMO and KITE as well as KCKN, in Kansas City, Kan., have approached the network regarding the Blue affiliation, he said.

Witnesses for other Kansas City stations, with the exception of WDAF, contended they were earning only reasonable profits or losing money and that the introduction of additional competition from WREN would have a deleterious effect on their economic status.

NBC Summer Prospect; Five Big Agencies Boost

THE FIVE agencies that placed the most network business in 1938 (Blackett-Sample-Hummert, J. Walter Thompson Co., Young & Rubicam, Benton & Bowles and Lord & Thomas) have increased their expenditures on NBC during the first four months of 1939 by 6.03% over the same period in 1938, according to figures just released by NBC. January-to-April expenditures of the five leaders this year total $6,675,974, compared to $6,292,412 for last. Total NBC billings for the period are $15,514,431, an increase of 7.7% over the $14,408,905 billings of 1938.

Summer business on NBC appears very promising, with $4,350,000 in new business already signed for programs to start this summer and $3,830,000 in available new business pending, according to I. E. Showerman, newly-appointed eastern sales manager of NBC. Also within the next few weeks, NBC will sign $7,435,000 worth of renewals which indicates, Mr. Showerman said, that the network's three-month summer business should run close to $11,000,000.

Lumber Sponsor

BLACKSTOCK LUMBER Co., Seattle, is sponsoring the five-weekly morning quarter-hour, *A Woman Wonders*, conducted by Ann Sterling, on KJR, Seattle. The lumber company plans to build a model home, naming it for Miss Sterling, and use it as an origination point for the program during construction, reporting the building progress and inviting listeners to attend the broadcasts. The building site has been secured and construction is to start in June.

First Lady OF OKLAHOMA

"Aunt Susan"

Home Service Director of
Oklahoma's First Station

TWO KITCHENS, one gas and one electric, are specially fitted for broadcasting Aunt Susan's daily WKY programs

AUNT SUSAN packs her 75-seat auditorium at practically every daily broadcast.

ALASKA is but one of the many places Aunt Susan has been sent for ideas on cooking to be passed on to Oklahoma housewives.

PRODUCTS SPONSORED on Aunt Susan's program have added sales punch through displays set up before the studio audience.

• WKY's Aunt Susan has definitely established herself as the top ranking personality among Oklahoma housewives. Her quarter hour is the oldest regular feature on the station. It began in 1928, when the Oklahoma Publishing Company acquired WKY and in the face of a constantly quickened pace in radio entertainment during the past decade has remained one of the most listened-to daytime features.

Oklahoma women know Aunt Susan. They like her. 47,700 women have visited her elaborately equipped laboratory-studio-kitchen which is always open to visitors. 176,000 have attended her annual Cooking School which attracts interested visitors from every section of the state. Upwards of 25,000 have asked for . . . and received . . . her help in solving their everyday household problems.

And so, Aunt Susan's quarter hour has become more than a homemaker's broadcast. It is a chatty, friend-to-friend get-together that has no equal on the air today . . . that moves merchandise for sponsors because of its sincerity and helpfulness.

WKY *Oklahoma City*

NBC AFFILIATE • 900 KILOCYCLES

THE OKLAHOMA PUBLISHING COMPANY • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • FARMER-STOCKMAN
KVOR, COLORADO SPRINGS • KLZ, DENVER (Affiliated Management) • REPRESENTED BY THE KATZ AGENCY, INC.

Purely PROGRAMS

CARRIED on a three-station Mexican hookup, the Mexican Government's weekly *Good Neighbor Hour* features Mexican music and folk-lore, along with an interview each week with a prominent American visitor on his impressions of various phases of Mexican life, Mexican recipes and a quarter-hour summary of the latest Latin American news. Started March 9, the program was inspired by President Roosevelt's "Good Neighbor Policy" and is designed to further the aims of democracy and friendship in the Western Hemisphere. The program is heard Thursday nights, 11 to 12 p. m., Mexico City time, on XEDP and XEXA, Mexico City, and XENT, Nuevo Laredo, Tamaulipas.

* * *

Drama in Montreal

IN CONFORMITY with the trend among moviegoers to shop around for entertainment, CFCF, Montreal, recently started a Monday evening broadcast *Theatre Review*, in which definite opinions are given on the respective merits of pictures shown in Montreal. In addition to film criticism, the program also covers the activities of civic, college and school amateur theatrical groups in Montreal. Kay Morris, the radio theatre reviewer, avoids all movie gossip, but gives a strict review of the films, with ratings. He also touches on theatrical developments in New York, Hollywood and London.

* * *

Money for Charity

ANNUAL all-request program on CJKL, Kirkland Lake, Ont., which in the last five years has raised between $6,000 and $7,000 for the Victorian Order of Nurses, during its recent broadcast accounted for another $1,500. Held in a local theater, the broadcast was attended by about 1,000 persons, who along with listeners made their contributions in the form of bids for certain performances by participating artists. With individual bids ranging from $1 to $10, the performances of the artists, among them Foster Hewitt, well-known Canadian hockey announcer, and Hertha Glotz, famous opera and concert star, made first-class entertainment for both the visual and listening audiences.

* * *

Just Before the Altar

INTERVIEWS with couples who have just secured marriage licenses are carried on *Cupid's Court*, new half-hour weekly series started on KXOK, St. Louis, by the makers of Walkeasy shoes. Alex Buchan, announcer, queries the couples as to where they met, how long they've known each other, when they will marry and what they expect in the way of a perfect husband or wife. The sponsor, in addition to giving each interviewee his choice of Walkeasy shoes, presents an orchid corsage to the bride-elect.

* * *

Short Stories Narrated

ORIGINAL translations are now featured on *The World's Greatest Short Stories*, heard Saturday mornings on WBAP, Fort Worth. First of the new group was Daudet's "The Last Class", translated from the French by William Jolesch, of WBAP's staff. The underlying idea in translation is to retain as much of the original thought and clarity of expression as possible and still remain idiomatic.

Feminine Epistle

QUARTER-HOUR show presented in the form of a weekly letter to an unknown lady correspondent is *A Letter to a Lady*, new feature conducted by Martha Dulin on WBT, Charlotte. The letters include some of Miss Dulin's own observations about things in general, fashion notes, women's news, and occasionally a bit of verse or anecdote. The feature signs off with "Yours very sincerely, Martha Dulin". Sponsored by Lily Mills, a prize is offered each week for the best testimonial letter for the sponsor's product, the letter constituting the commerical plug.

* * *

Test Tube for Talent

GIVING untried talent an opportunity to take a stab at radio in a specially-arranged audition, *The Talent Laboratory* has started weekly on WPTF, Raleigh, N. C. Each week the program presents the personality winning an audition the week before, for which all listeners are eligible. Although the station makes no promises, the winner of the 15-week series, based on audience response and prospects, is eligible to go after a permanent program of his own on WPTF. Singers who participate are required to do popular songs only, with no hillbilly ballads allowed.

* * *

Adventurers' Whoppers

TRUE tall tales by famous explorers and scientists, as well as little-known persons who have had hair-raising experiences in far corners of the world, will be told during initiation ceremonies of *The Order of Adventurers*, new club which will broadcast its weekly meetings on NBC-Blue starting June 5, 8 p.m. (EDST).

* * *

'Sunshine Special'

SOME 50 local firms sponsor *The Sunshine Special* on KPQ, Wenatchee, Wash., a program remoted from Cashmere, 13 miles away, since Oct. 15, 1930. The entire program, except commercials, is ad libbed by Gene Simonson and his wife.

* * *

Farmer Queries

TO AID farmers in solving their problems, WNAX, Yankton, S. D., has started a Monday night *Farmer's Question Box* with Charles Worcester, farm service director. Puzzling farm problems sent in by rural listeners are answered.

Filled From Discs

WHEN a recent radio speech by President Roosevelt caused a pile-up on the program schedule of WOW, Omaha, edging out the first 14 minutes of *Dr. I. Q.*, Engineer Bob Rudd slapped on recording apparatus and started taking down the quiz program in two-minute takes, Take 1 going on the air as Take 2 was being recorded, and so on. Thus the program went on the air smoothly until the schedule caught up.

WSM, Nashville, set out May 20 to test the adage about a bear robbing a wild beehive. A trained bear was obtained and turned over to David Cobb and Lionel Recau, announcers, and Aaron Shelton, engineer. After some prodding, Bruin climbed this tall oak in a Nashville park just before the end of the program and enjoyed a spot of wild honey. Once up, however, he refused to come down and went on eating for an hour. Here is Cobb, protected by a bee net, just as the program's star performer started up the oak. NBC-Red carried the event.

* * *

All About Artists

PRESENTING dramatized accounts of the highlights in the careers of famous personages of the arts, *Artists in Miniature* has started on KSTP, St. Paul. The series is written by 'teen-agers and produced through the cooperation of KSTP with the Minneapolis Better Drama League and National Youth Administration. The new programs followed a previously successful educational series, *Tangled Lives*, under auspices of the same groups.

* * *

Self-Debate

NOVEL series of book reviews, in which Rep. T. V. Smith of Illinois debates with himself on the books' merits—from conflicting viewpoints of Congressman and philosophy professor—begins June 7 on the CBS *Of Men and Books* program, 5:15-5:30 p.m. (EDST). As Democratic Congressman-at-large from Illinois and professor of philosophy at the University of Chicago, Rep. Smith is well equipped for the dual role. His faculty of changing voice adds color to the program. The congressman-professor is known to a nation-wide audience for his debates with Senator Robert Taft of Ohio on the CBS *Foundations of Democracy* series.

* * *

Direct From the Fair

BY DIRECT line from the New York World's Fair, Joseph Ries, WLW educational director, on May 18 began broadcasting through his station a series titled *This Is the Fair*, to present intimate glimpses of what to look for at the Fair. The programs, carried Mondays through Fridays, 10:15-10:30 p. m., are sponsored by Deisel-Wemmer-Gilbert Corp., Detroit (San Felice cigars). Ries was in New York for nearly a month preparing for the series, and three microphones have been set up at strategic points.

Tomorrow's Women

A NEW CBS series produced in conjunction with the Women's National Radio Committee is entitled *Women in the World of Tomorrow*, heard Saturdays, 12:15-12:30 p. m. The World of Tomorrow theme was suggested by the New York World's Fair. Participating units include leading women's organizations, each of which will be responsible for one of the programs. The opener May 27 was titled "Women and the Music of Tomorrow" and was directed by Mrs. Albert Spalding, wife of the concert violinist.

* * *

Source of Slang

A SILVER DOLLAR is sent to each listener who submits a word, phrase or slang expression to which an authentic story of its origin cannot be given by Bill Stulla on his weekly quarter-hour *Cacklers* program sponsored by Todds Clothes Shop, Los Angeles, on KFI, that city. Program derives its name from the "hen box" part of the show. Each time Stulla is stumped for an answer or "lays an egg" the little Red Hen cackles to the tune of a silver dollar.

* * *

Memphis Chatter

A QUESTION of local or national significance is chosen and discussed by a small group of young Memphis men and women on *Young Memphis Speaks*, Wednesday evening half-hour of WHBQ, Memphis. Participants gather in the studio 15 minutes before program time and begin talking among themselves. The program is introduced by an announcer in another studio, and the microphones fade into the conversation, with participants having only a general idea of when they are on the air.

* * *

Juvenile Hobbies

INTERVIEWS with boys and girls about their pet hobbies are carried on the twice-weekly quarter-hour series, *Junior Hobbies on Parade*, of KFYR, Bismarck. With advice and constructive criticism offered by older authorities on particular hobbies, the program is based on the premise that spare time hobbies help youngsters build active hands and minds and keep them off the streets.

* * *

Both Sides of the News

PRO and con of the most important questions of the day are debated weekly on a new program on WEVD, New York, entitled *Weekly Editorial Debate*, by Herman W. Liebert of the executive editorial staff of Paul Block Newspapers, and Samueal Grafton, chief editorial writer of the *New York Post*, with Maurice G. Dreicer acting as moderator.

* * *

Business in Cleveland

STEARN ADV. Co., in the interest of street car advertising, is producing a weekly half-hour on WGAR, Cleveland, titled *The City Speaks*. A narrator tells of new concerns locating in Cleveland, describes business conditions, new developments in industries and recounts personal items about Cleveland business executives.

* * *

Plugs and Parodies

USING an idea stemming from a newsboys' singing of parodies to old-time songs, *Yellow Cab Melody Time* on WKY, Oklahoma City, now delivers its sales punch in the form of parodies sung on each program by the full orchestra.

Words and Nuggets

BILL BALDWIN, master of ceremonies for the *Yawn Patrol* of KSFO, San Francisco, can attest that his words brought forth gold. During a recent program he remarked to the air audience that he was from the mid-West and had never seen raw gold. A listener in Sonora, Cal., in the heart of the gold country, immediately mailed Baldwin a tiny gold nugget with the comment: "When I heard your show I went across the way and panned until I struck a color for you . . . ."

Yesterday's Fairs

TITLED *World's Fairs of Yesterday*, a series has started on WBBM, Chicago, under auspices of the Chicago Historical Society. Interviews with Chicagoans who attended fairs of the past and dramatizations of former historical expositions are featured. Costumes seen at fairs of yesterday are worn during the dramatizations.

* * *

For Minnesota Women

TO KEEP busy housewives informed on new books, plays and women's activities, KSTP, St. Paul, has started feeding *In Tune With the Times*, featuring Bee Baxter of KSTP's *Household Forum*, to the new Minnesota Radio Network. The feature is piped three mornings weekly to KROC, Rochester; KFAM, St. Cloud, and KYSM, Mankato.

* * *

Kilocycle Club

FAVORITE with high school students is *920* (kc.) *Club* on WORL, Boston, which was started on that station in January when Manager George Lasker brought it up from WPEN in Philadelphia, where he first introduced it. Now heard three times daily, the program provides recorded music of more than 40 dance bands, and draws an average of 7,000 fan letters weekly.

* * *

On Human Behavior

PERVERSITIES of human nature are diagnosed and prescribed for on the new *Human Nature in Action* series on NBC-Red, Wednesdays, 7:45 p.m. (EDST). Dr. Harold D. Lasswell, well-known authority on propaganda and a pioneer in joining the findings of medical psychology and political science in explanation of the quirks of human behavior, conducts the series which started May 17.

* * *

Farm Worries

PRESENTED as a public service feature each week, *Peril of Peasantry* on WIRE, Indianapolis, offers "elementary discussions of the important facts and underlying principles of the farm problems now confronting the American people". Scripts are written by John Napier Dyer, agricultural economist of Vincennes, Ind.

* * *

Barrister of the Air

ILLINOIS laws form the subject matter of a new series on WLS, Chicago, featuring Judge Cornelius J. Harrington, of the circuit court. The first talk on May 22 was titled "Ladies and Gentlemen of the Jury", and discussed a new law permitting women to sit on Illinois juries.

Puns for Fun

FREE pun service to advertisers is being offered by WIS, Columbia, S. C. Contributions are given all advertisers with no increase in the monthly billing and at intervals depending on staff inspirations. The first offering is a new theme song for the NBC *Fitch Bandwagon*, advanced by Announcer Frank Burger—"Three Little Fitches"!

* * *

Gleaning the Weeklies

WEEKLY editorial commentary, using editorials from the columns of North Dakota weekly newspapers, is creating wide interest among listeners of KFYR, Bismarck, N. D. Prepared and edited by Mervin Clough, KFYR news director, a former weekly editor, the program also is building goodwill with the newspapers of the State.

* * *

Sacred Openings

TO OPEN its broadcast day, at 7 each morning, WTAG, Worcester, Mass., has started *Bible Narratives*, with a different Worcester minister each week telling the story of a Bible character of whom he has made a particular study.

THE 2,000th infant to be reported on Bob Wilson's *Stork Express*, daily feature of WOWO, Ft. Wayne, in which he announces births in the Midwest area, did his own honors before the mike May 10. A few days after his arrival, WOWO's tiniest fan posed at the hospital with Wilson and a nurse before the Dick Galbreath camera.

* * *

Street Pilots

DRAMATIZED incidents in which cab drivers perform deeds of heroism or honesty are furnished on *Crank Handle Knights*, new thrice-weekly series sponsored on WRC, Washington, by Diamond Cab Co.

FRIENDS REUNITED
As 'Caroline Store' Goes to General Mills Hour

AFTER a 26-week test on WHO, Des Moines, *Caroline's Golden Store*, written by Caroline Ellis, who also plays the lead, on June 5 becomes part of the *General Mills Hour* for Gold Medal Flour on NBC-Red under a contract signed by Mix Dancer, vice-president of Blackett - Sample - Hummert, with Arthur B. Church, president of KMBC, Kansas City, who holds rights to the show. Miss Ellis will resume work with Fran Heyser, her former program director at KMBC, now directing national shows for Arthur B. Church Productions. Mr. Dancer and Mr. Church, incidentally, were boyhood friends in the village of Lamoni, Ia. Miss Ellis formerly did *Joanne Taylor's Fashion Flashes* on KMBC, and in 1937 was signed by Montgomery Ward for the *Travels of Mary Ward* series. Mr. and Mrs. Church plan a party June 5 for General Mills and B-S-H executives and the program cast in Chicago.

Must
to reach the rich Kentuckiana listening area you must use . .

WHAS

Owned and operated by The Courier-Journal and The Louisville Times

C.B.S. BASIC STATION

50,000 Watts . . . 820 Kilocycles

REPRESENTED NATIONALLY By EDWARD PETRY & CO.

THE TEXAS QUALITY NETWORK

EACH STATION AFFILIATED WITH THE NATIONAL BROADCASTING CO.

Ask for Texas Quality Network Sta

EDWARD PETRY & COMPANY, INC

IT'S THE Q THAT COUNTS!

The Texas *Quality* Network broadcast its first commercial program in September, 1934. Since then 60 national and regional advertisers have used TQN successfully — and 5 of the current advertisers have had more than 4 years of profitable TQN broadcasting experience!

A reliable signal plus superlative programming makes the Texas *Quality* Network first choice in the 4 key Texas cities—Dallas, Fort Worth, Houston and San Antonio.

The Texas *Quality* Network is first choice, too, with that 60% of the population who live away from the urban centers. These Texas families consistently rely upon the 105,000 watts of the TQN stations for dependable radio reception (as do other families in Southern Oklahoma, Louisiana and Arkansas).

The Texas *Quality* Network is the only radio way to reach all of this large and responsive audience at one low cost. Let that Q in TQN be your cue to greater sales in the big, rich, booming Texas market.

K • • • • WFAA-WBAP KPRC WOAI

DALLAS FT. WORTH HOUSTON SAN ANTONIO

y Network Standard Market Data Brochure

INC.– NATIONAL REPRESENTATIVES

XUM

Merchandising & Promotion

Texas Dirt—Television—Free Groceries—Drama in Refrigerators—Baseball Stickers

REAL "pay dirt" is passed out to prospective clients by KTSM, El Paso, Tex., in a small glass tube containing minuscular samples of minerals produced in the region by the El Paso Smelting Works, "largest copper and lead customs smelter in the world." The bottle's contents, each separated by a cork partition, include samples of copper sulphide ore, pyrite of iron, copper bullion, and galena or lead sulphide. The merchandising message is carried on a separate sheet of paper used to wrap the bottle.

* * *

KTSA Collection

KTSA, San Antonio, has issued a colorful folder containing copies of direct mailing pieces, newspaper advertisements and courtesy announcements used recently to acquaint its listeners with time changes. Emphasizing its merchandising activities, KTSA's folder states in part, "There is more to a successful radio program than just putting it on and letting it run. When you sign a KTSA contract that's where our work begins."

* * *

How Women Think

HOW NBC reflects the trends of modern thought from a woman's point of view with its special educational and cultural programs under the guidance of the NBC Women's Activities Division is the subject of *Calling All Women*, a blue and orange promotion folder, showing pictures of well-known women associated with NBC broadcasts and descriptions of NBC to various women's programs.

* * *

RCA Video Models

RCA-VICTOR has published a 24-page illustrated catalogue in color, portraying RCA-Victor television receiver models and explaining briefly in picture and text the technical development and operation of visual broadcasting.

* * *

KSAN's Trailers

NEWSREEL trailers advertising the recent affiliation with the California Radio System have been placed by KSAN, San Francisco, in 14 theaters of the Golden Gate Theaters Chain. Slides call attention to outstanding features.

KMOX Champions

MOTION PICTURE, "The KMOX Parade of Champions", has been completed under the supervision of Merle S. Jones, general manager, and direction of J. Soulard Johnson, sales promotion director of the CBS-owned St. Louis outlet. The film, to be exhibited before civic clubs, women's groups and dealer organizations in a 150-mile radius of St. Louis, features Marvin E. Mueller, assistant chief announcer, France Laux, baseball announcer, and Harry W. Flannery, news editor, along with other KMOX employes performing anonymously as extras. Adding to the entertainment value of the picture, several newsreel shots have been spotted between scenes in the KMOX studios.

Grocery Basket

STRICTLY a service feature, with no sponsors, the WEW Truckload of Groceries contest concluded recently after a six-week windup campaign. Each Saturday morning during the contest WEW, St. Louis presented the half-hour *Grocery Basket of the Air*, during which five big baskets containing about 60 grocery items were awarded to listeners submitting the best letters telling "Why I trade with my independent neighborhood grocer". WEW reports reaction of listeners, grocers, distributors and food manufacturers was "highly gratifying" and goodwill created "tremendous".

* * *

Dumas Classic Promoted

EARNSHAW-YOUNG, Los Angeles producers of the transcribed serial, *Count of Monte Cristo*, has mailed a 962-page edition of the Dumas book to leading agency and station managers with the name of each recipient inscribed on the book. Accompanying each volume is a letter signed by Harry A. Earnshaw, president, stating that he enjoyed re-reading the book and thought that the recipient would too. Though no sales talk is included in the letter, nor follow-up attempted, more than a dozen sales in the first two weeks of May were directly traceable to the book campaign, says Earnshaw.

* * *

Round About Frederick

MATCHBOOK, with a blue and white cover bearing the station's call letters and a miniature map of the Maryland, Virginia, West Virginia and Pennsylvania territory claimed in its coverage area, is the latest promotion piece being distributed by WFMD, Frederick, Md., to push its "matchless performance" slogan. WFMD also is running a two-week campaign of 20-word spots opening with "Say, Mr. Businessman" and going into the low cost of advertising on the station, and has begun distribution of 5,000 letter-size cards calling attention to the *Calling Call Cars* programs.

* * *

WIS Ad Is Cited

SECOND PLACE in the all-city newspaper advertising contest conducted by the *Columbia Record* was won recently by WIS, Columbia, S. C., for its full-page ad, prepared by Floyd Rodgers, WIS program director, as part of Open House Week, picturing WIS' activities in every phase of broadcasting during the last year.

* * *

Centennial Stunt

CELEBRATING baseball's 100th anniversary, General Mills, sponsor of *Bill Brown's Baseball Time* series on WHO, Des Moines, is giving baseball bat pencils to WHO listeners, from May 25 to June 10. Pencils, given for 10 cents and a Wheaties box top, are fully automatic and are exact replicas of regulation bats, even to the Louisville Slugger trademark.

Summer Comfort

DESIGNED to take the temperature out of the hot weather sales drop, WENR, Chicago, is currently sending out its fourth in a series of weekly mail folders. Produced by Emmons Carlson, sales promotion manager of NBC-Chicago, the colorful mail pieces carry the following punch lines: "Set Your Sails for Summer Sales with WENR", "Tack into Summer Sales Resistance with WENR", "Beat the Heat that Slashes Summer Sales", "Banish Siestas in Your Summer Sales with WENR".

* * *

Drama for Chillers

AS A merchandising stunt to help the Electrical Assn. of Philadelphia launch its spring drive on refrigerators, 25 members of the Little Theater Group of WFIL entertained a sales meeting of about 1,700 retailers in the Bellevue-Stratford Hotel with an hour-long series of comedy blackouts depicting the right and wrong way to sell refrigerators. Margaret Schaefer, WFIL program director, staged the skits, under supervision of Murray Grabhorn, national sales manager.

* * *

Syracuse Anniversary

DEY BROS. Department Store, Syracuse, enlivened its 62d anniversary sale window displays with exhibition of the WFBL news staff handling six-daily *Socony News Flashes* direct from a window booth in the store. News room, control room, and broadcasting table, along with teletypewriter and other equipment drew big crowds.

* * *

Music and Photo Awards

FREE autographed copies of requested musical numbers are given listeners if their selections are played by WFAA, Dallas, on *Mrs. Tucker's Smile* program, sponsored by Interstate Cotton Oil Co., Sherman, Tex. Accompanying the numbers are talent photos.

* * *

WBBM's Games

WBBM, Chicago, is distributing 750,000 windshield stickers showing the 1939 schedules of the Cubs and Sox with a caricature of Pat Flanagan, WBBM sportscaster.

* * *

Hobbyhorse Trinket

DAVE ELMAN'S Wednesday night *Hobby Lobby* on NBC-Blue is sending out a gold-plated charm in the form of a hobbyhorse as a souvenir.

A SPECIAL merchandising car has been put into service by the promotion department of WSYR, Syracuse. First ballyhoo as built around the shift of the Bob Benchley program to NBC.

WSPD's PRIZE trophy for high school bands was won last month by Napoleon (O.) High School, and pretty Mary Pohlman, drum majoress, is shown holding it in her left arm. The Toledo station awards the trophy annually to competing high school bands in towns outside Toledo but within WSPD's service area. It will become the permanent possession of the school winning it three times.

* * *

Barn Dance Prizes

TRACTOR, harvester, auto and 118 other prizes totaling $4,000 are offered on the *Murphy Barnyard Jamboree*, a part of the *WLS National Barn Dance*. The contest is sponsored by Murphy Products Co., Burlington, Wis., and is based on the essay theme with entrants required to complete a sentence about Murphy feeds.

BROCHURES

JOHN H. PERRY Associates: Brochure on the combined Mobile and Pensacola markets for WALA, Mobile, and WCOA, Pensacola.

WMCA, New York: Four-page folder, "They Pay Off On Winners", promoting the station's racing meet coverage.

WRC, Washington: Die-cut folder, "Make Sure of Your Listeners", listing comparative popularity ratings of network shows and stars for all networks, taken from reports published in the BROADCASTING, 1939 Yearbook Number.

WMAL, Washington: Orange and blue broadside folder promoting the *According to Cayle* sports commentary originated by WMAL.

COLONIAL NETWORK: Baseball promoting brochure, "They Stand Up and Yell".

KYA, San Francisco: Personally-addressed folder analyzing appreciation mail and titled "The Audience Writes".

OLMSTED-HEWITT Adv. Agency, Minneapolis: Four-page brochure citing success of the second annual Doughnut Dunking Jamboree sponsored jointly on WCCO, Minneapolis, by Northrup, King & Co. and Western Grocer Co.

KNX, Los Angeles: Color brochure, "This Ex-Farmer Was Haunted!", outlining the station's successful produce market campaign.

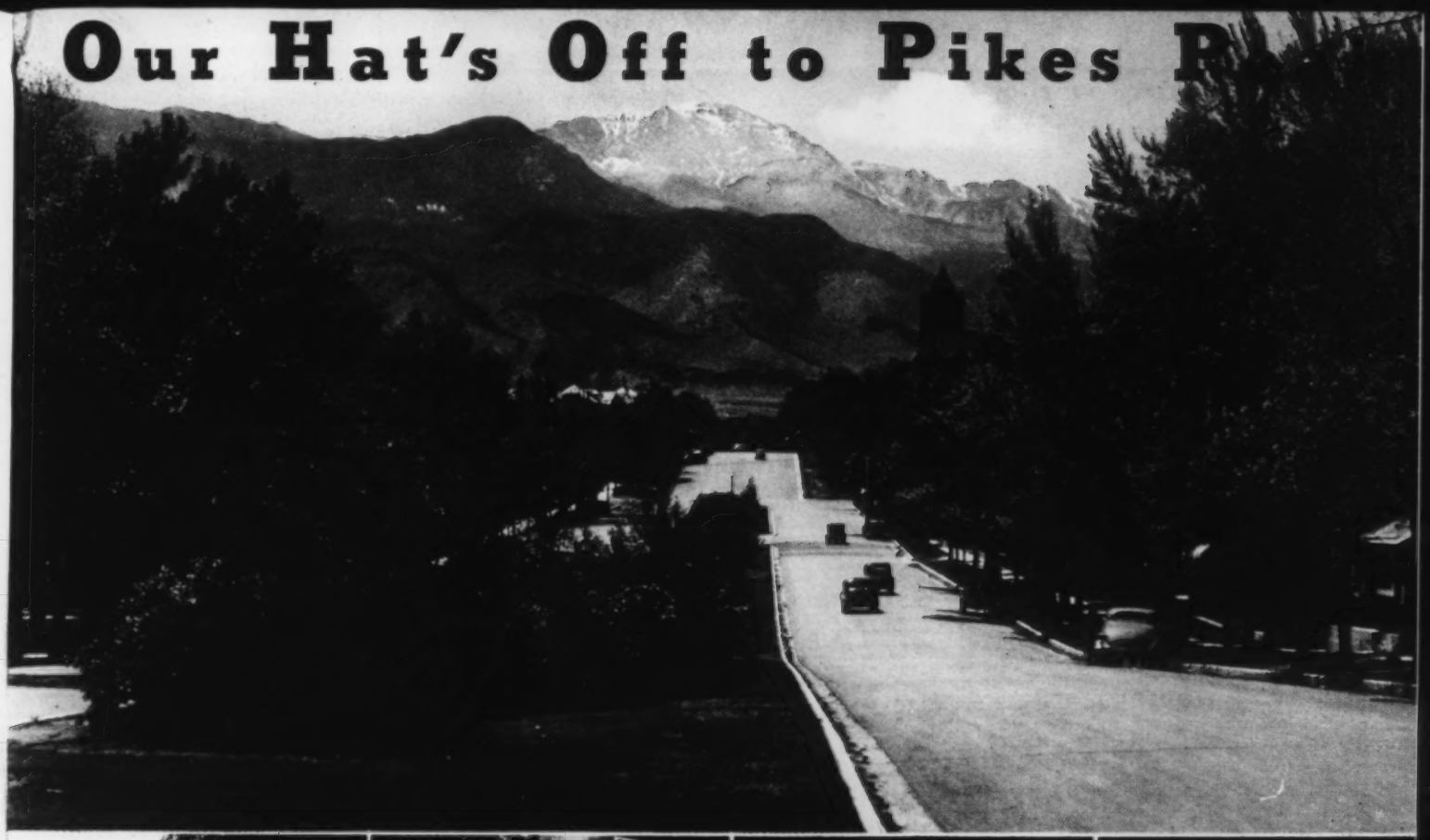
KFDM, Beaumont, Texas: File-folder brochure containing coverage and market data for the station, now under new ownership and management.

WTAM, Cleveland: Pictorial brochure promoting WTAM's morning woman's program, *Health & Home*.

CKLW, Detroit-Windsor: Printed 4-page letter outlining client-listener analysis and a few program successes.

XUM

Our Hat's Off to Pikes P



● Elaborate and completely equipped studios occupy the terrace level of the Antlers Hotel.

● Superior broadcasting facilities are the type of service KVOR renders Colorado Springs and Southern Colorado.

. . . . . but KVOR is the Number 2 attraction in the Pikes Peak region

● We're glad to concede that, to outsiders, Pikes Peak ranks as a greater Southern Colorado attraction than does KVOR.

Dwellers in the shadow of the Rampart Range, however, take Pikes Peak and the other scenic glories surrounding them pretty much for granted . . . they think KVOR is much more exciting!

They're proud of KVOR . . . as a brilliant addition to community showplaces and as a vivid reflection of the personality of the unusual Southern Colorado market.

Just as this market has a buying power far in excess of what might normally be expected from its 219,000 population, so does KVOR present a picture of equipment, talent and standards seldom encountered in cities of similar size.

Colorado Springs, statisticians will tell you, is the wealthiest city per capita in America. KVOR, advertisers will tell you, carries tremendous influence in the spending of that wealth . . . influence won by popular acclaim from the entire Southern Colorado listening audience.

KVOR *Colorado Springs*

COLUMBIA NETWORK ● 1000 WATTS ● FULL TIME

THE OKLAHOMA PUBLISHING CO.: THE OKLAHOMAN & TIMES ● THE FARMER-STOCKMAN ● MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ● KLZ, DENVER (*Affiliated Management*) ● REPRESENTED BY THE KATZ AGENCY, INC.

XUM

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Boomerang

IN ATTEMPTING to encourage the development of international broadcast stations by lifting the commercial ban, the FCC has blandly provoked another censorship mess. By limiting the degree of commercialism and by attempting to define *cultural* programs, the Commission obviously oversteps the anti-censorship provisions of the law. It should not have forgotten so soon the *Mae West, Beyond the Horizon* and other incidents.

The actual effect upon the 14 international stations is not important. But the law itself does not distinguish between international or domestic broadcast stations. And if the FCC can restrict commercial sponsorship to name-mention and "good-will" or "cultural" programs destined for international reception, it might readily impose the same restrictions on the domestic wavelengths. The precedent is a dangerous one.

Since the beginning of radio regulation, international stations have been experimental and consequently noncommercial. With the adoption of the new rule, the stations may become commercial. We think the Commission should have stopped with the lifting of the ban and not have attempted to censor programs in advance, which it cannot legally do. We are in hearty accord with the thought that motivated the move, and we agree the corner drugstore should not put its plug on an international station. It stands to reason it wouldn't, anyhow, because it could not promote business that way.

Who, under the new regulations, will determine whether a program reflects the *culture* of this country or *promotes international good-will, understanding and cooperation*? Presumably, the FCC will assume that function, even though the law specifically says it cannot. We know of speeches by the President and some Senators that have not promoted "international good-will". But if one such were broadcast, under the new rules, the station might be liable to fine and imprisonment, let alone revocation of license.

The FCC might far better have limited the regulation to provide only for commercialization. Then it could easily have called a conference of the 14 licensees and, across the table, agreed mutually that in the best interests of the country, certain self-imposed rules be observed. Failure to observe such rules would still leave the FCC the authority to cite any licensee for failure to serve "public interest", either on renewal or under revocation proceedings.

As things stand, there must be a test of the rule. If the FCC, on its own motion, does not call hearings or amend the rule, one of the licensees should force a test in the interests of broadcasting as a whole. Otherwise, there may be a voluntary turning in of licenses, rather than operation under such dangerous conditions.

The Payoff

A PROVISION of the law applicable to commercial radio, which has slumbered for a dozen years, may bring a revised technique in the handling of commercial credits—especially in station-break and spot announcements.

No revolution is in order—far from it. Yet the situation is important, because it focuses attention on the manner in which commercials may be presented. Section 317 of the Communications Act, originally written in 1927, requires that all programs directly or indirectly paid for must be announced "as paid for or furnished". It was written into the law to prevent fraud or disguise.

In those days, broadcasting was just getting under way as an advertising medium. It was a wise provision, and still is today, for it certainly is a deterrent against the broadcasting of propaganda without identifying the paid propagandist. But at that time the station-break, spot announcement and the participating program were unheard of.

We do not criticize the FCC for its discovery of the provision and for its announcement that it will insist upon full compliance. It is required to enforce the law as written. To its credit, be it said that it is showing a disposition to cooperate with the industry in this instance by adopting a liberal attitude. It does not demand strict compliance but rather substantial adherence, and rules that when the name of a sponsor is so given as to indicate that the program is paid for it will meet the requirements of the law.

While the law itself mentions the phrases "paid for" or "furnished by", the fact that there has been no outcry against failure to use specific words either by Congress, the public of the FCC is sufficient basis to justify the conclusion there need not be literal adherence. In 99% of the programs now on the air, it is felt there will be no need to change present practices.

But the problem is serious in connection with spot announcements, and a change in style may be necessary even under the Commission's most liberal interpretation. For example, the announcement "Nine o'clock Bulova Time" might become a variation of something like "Bulova Watch Co. now brings you the correct time".

In the program classifications, as distinguished from spots or participations, there will be no difficulty, though it perhaps may make a commercial here and there more cumbersome. It can't be simply the "Sello program", we understand, but it must be "sponsored by the Sello Mfg. Co." or some similar full commercial credit line.

In the case of participations, like musical clocks and roundups, perhaps an announcement at the beginning, stating that the particular firms or persons are sponsoring the program, will suffice. After all, it is obvious that the authors of the Radio Act back in 1927 had only in mind the postal statute which requires newspapers to label advertisements in news format as "adv." to prevent any delusion that they are news items.

Because the FCC appears to have little discretion on the identity requirement as it pertains to the spot announcement or station break, it appears that a change in the law will be necessary if the usual method, admittedly not fraudulent, is to be retained. The public might be awfully fed up if it is forced to listen to some such phrase as "This announcement is furnished by the Hotspot Philandering Co" in a 30-word station-break. Many will recall the quick death of "By special permission of the copyright owner" because of public reaction and ridicule.

Sane (Tele) Vision

THERE can be no quarrel with the report of the FCC Television Committee. Quite sanely, it injects a note of caution lest the public and the industry be hurtled into economic chaos. Just as properly, it urges cooperation between government and industry. In suggesting to the full FCC a hands-off policy with respect to approval at present of standards, the Committee advocates a minimum of interference with visual radio's development and the encouragement of private initiative. Most significantly, it recognizes the right of private enterprise to realize a return on the millions already invested and yet to be invested in laboratory research and field operation.

It is only fair to report that the public reaction to television's first foray into the open has been disappointing. The Television Committee's report is far from bullish on the immediate outlook. While curious thousands have flocked to the New York World's Fair exhibits and to the store demonstrations, they are not buying sets. Much of this apparently can be attributed to the lack of public understanding of what television actually does.

Retailers report that many prospective purchasers immediately want to know where the "film" is located. They have the impression that television is nothing more than "radio movies". They do not realize that they are actually "seeing through space" and that spot events are picked up and immediately transmitted. It looks like an educational job must be done and that the public must be made to realize that television is not "canned" stuff but actually is *spotvision*.

We Pay Our Respects To —

GAYLE VINCENT GRUBB

WHEN radio was a pup (and with plenty of bars sinister at that) the boys who ran the peanut whistle transmitters were preponderantly engineers or entertainers. Most of the technical men have stuck, but few of the so-called "performer-managers" are still in the picture.

An exception is Gayle Vincent Grubb, genial general manager of WKY, Oklahoma City, recognized as one of the nation's most progressive stations. Even today Gayle, on slightest provocation, will sing you a ditty hill-billy style; throw a fit with *Kitten on the Keys;* wield the baton in Dixieland tempo; tailor words and music to fit any occasion, and even trip the light fantastic, a la ballroom or buck and wing. And he's a self-starter on comic repartee.

A natural showman, Gayle Grubb, however, has acquired more than a cursory knowledge of sales, schedules and spots. But he has found that the combination, properly fused, builds audience and prestige, and at the same time rings the cash register. He started out in radio with the theory that the show was the thing, as long as the show would meet the payroll.

In 1924, a wisp of a lad of 27, Gayle Grubb opened KFAB in Lincoln, Neb. His functions he now describes as manager, salesman, entertainment, sports commentator, musician, part-time operator and, of course, custodian of the cuspidors. Anything went in those days, because there wasn't much in the way of government regulation, rate cards or commercial or programming precedent. Operating schedules were unheard of and networks were things fishermen used, so Gayle recalls.

Talent was confined to hometown amateurs, phonograph records that wowed aplenty, and an occasional "guest-star" troubadour. One afternoon, while Gayle was at the mike, a lady telephoned that she would be glad to render a harp solo if some one would call for the harp and the harpist. Not bothering to call a meeting of his "audition staff", Gayle immediately signed off the station, after advising his listeners of the *special event,* coming up. He hired a truck, picked up the artist and instrument, and 32 minutes from sign-off, triumphantly signed on again with the program.

Before Gayle attained fame as a harp-toter, he led the normal adolescence of a midwestern youth. Born in Creston, Ia., on Feb. 4, 1896, he really started in the show and dance business while in high school. Later as a student at the University of Nebraska, he financed his way through college with his own homespun dance-band. It was logical for him to start the Southern Rag-A-Jazz band when he matriculated.

Later called the Collegians, he set out for Europe as the second American jazz aggregation to cross the ocean. London, remembering the visit of the Original Dixieland Band some months before, hadn't forgotten the new musical style of the precursor of the jitterbug, and gave Gayle's boys a great welcome. They opened at Rectors, made Edison gramophone records, and laid 'em in the aisles at the Coliseum, then the world's largest theatre, where they set a record by being booked for three straight weeks. It was Paul Whiteman who introduced Gayle's Collegians to the Coliseum.

Vaudeville, too, in its hey-day knew Grubb as "Gloomy Gus", a mild-mannered chap who strolled out on the stage, sat cross-legged at a piano and chorded while he recited original verses. He carried this character to KFAB, and his "Book of Etiquette Blues" and "There Goes a Horse", two of the scores of original novelty songs, are still leaders in the hit parade out in Cornhuskerland.

When Gayle departed from KFAB in December, 1928, to join WKY, he left perhaps the most consistent and loyal following ever acquired by any station figure in that territory. That's why Edgar T. Bell, dynamic general manager of the Oklahoma Publishing Co., which had just purchased WKY, picked him for the station's management.

With Mr. Bell formulating the policies, and Mr. Grubb developing audience, WKY, under its new ownership and management, began its planned build-up. It was agreed that before a radio message could get results the station would have to acquire listeners. Planned entertainment, designed to fit all segments of the audience, was devised. Given a free-hand on his theories, Grubb saw WKY go in the red for a year—a deliberate loss—but it was building audience. That it has paid dividends is more than evident today, for WKY is one of the best equipped stations in the country and ranks high in prestige, by virtue of efficient operation, civic cooperation, and all-around performance.

The Grubbs (Mr. & Mrs., plus Betty, 16, and Gene, 12) strangely enough, claim their favorite station is WKY, and their favorite network, NBC. Gayle used to shoot golf in the low 80's, but now is up about five. He is a home-gardener of merit, he claims, and his friends attest that he still plays a mean piano. Every so often he knocks out a novelty song or two, and gets them published — ASCAP or no ASCAP. Barring a special event, or orders from Mr. Bell's office, he refuses to get within earshot of a microphone.

Personal NOTES

J. HOWARD WORRALL, president and general manager of KGMB, Honolulu, and KHBC, Hilo, left Hawaii May 12 for a two-month trip to the United States. He will visit New York and Washington, and will attend the graduation of his daughter, Nancy, at Pine Manor school. Earl Nielsen, manager of KHBC, also sailed from Honolulu on the *Lurline* May 19 for a vacation on the mainland. He plans to attend the Rotary International convention in Cleveland, June 19-23. Jack Williams is acting manager during his absence.

DR. FRANKLIN DUNHAM, NBC educational director, attended the May 15-18 annual meeting of the American Association for Adult Education at Niagara Falls, where he took part in the discussion.

VINCENT F. CALLAHAN, general manager of WWL, New Orleans, on May 18 celebrated his second anniversary with that station. He was formerly commercial manager of WRC-WMAL, Washington. A testimonial dinner was tendered him by the WWL staff.

O. C. BENJAMIN, who has been in radio since 1927 with KFH, Wichita, and KWBG, Hutchinson, Kan., has been named manager and program director of KBIX, Muskogee, Okla.

J. VANCE BABB, formerly manager of NBC's New York press division, has been appointed director of publicity of the United Brewers Industrial Foundation, New York.

JACK LIGHT, assistant manager of WTAR, Norfolk, is expected to be confined to the hospital for several weeks following a recent operation.

CLARENCE C. DILL, who as U. S. Senator from Washington was co-author of the Communications Act of 1934 and the Radio Act of 1927, on May 13 in Seattle married Miss Mabel Aileen Dickson, former instructor at Michigan State College and Ohio State University, whom he met several years ago in Washington where she was an assistant in the Federal home economics experimental station. The couple will make their home in Washington, D. C., where Mr. Dill is a practicing attorney.

BENTON FERGUSON, vice-president of Texas State Network, carried his right arm in a cast during latter May as a result of a motorboat accident.

H. L. M. CAPRON, former manager of the radio department of R. H. Macy & Co. and Bamberger's Department Store, has been appointed merchandising editor of *Radio & Television Today,* published by Caldwell-Clements, New York.

E. M. STOER, New York executive of Hearst Radio, was on the West Coast in May to confer with Jack Gross and Reiland Quinn, managers of KEHE, Los Angeles, and KYA, San Francisco.

C. J. THORNQUEST, sales manager of WSAI, Cincinnati, since last September, has resigned. Dewey H. Long, general manager, is handling his duties for the time being.

MAJ. JOHN H. MARSCHING, head of the German section of NBC's international division, sailed on the *Ile de France* May 13 for a month's vacation in Europe. Most of the time will be spent in Germany, where he will attend a class reunion at the Oberreal Schule in Freiburg.

P. J. STANTON, vice-president and general manager of WDAS, Philadelphia, accompanied by Mrs. Stanton, left May 21 on a seven-week European trip during which he will study foreign broadcasting.

HUBERT FINLEY, formerly of KTSM, El Paso, has joined KFVD, Los Angeles, as account executive.

HARRY JACOBS, formerly of KDYL, Salt Lake City, and for the last five years in business in Hollywood, has rejoined the KDYL sales department.

JOHN SAMPLE, of the local sales staff of NBC-Chicago, will marry Miss Kathleen Calkins in June.

PHIL GRIFFITH, formerly of the Dallas office of KGKO, Wichita Falls, has joined the sales staff of KGNC, Amarillo.

W. KAVANAUGH PRUITT has been transferred from the announcing to the commercial staff of WICA, Ashtabula, O.

ARTHUR L. FORREST, formerly assistant to the sales promotion manager of MBS, has joined the promotion staff of Radio Sales, CBS organization representing the network's M & O stations. After a training period in the CBS headquarters in New York, Forrest will become sales promotion manager of WBT, CBS owned and operated station in Charlotte, N. C. Wallace A. Walker, formerly with CBS and C. E. Hooper, has joined the MBS sales promotion department in a market research capacity.

C. GLOVER DeLANEY, commercial manager of WTHT, Hartford, is the father of a girl born recently.

TRAVIS BARNES, salesman of WTAR, Norfolk, Va., has returned to his desk following an appendectomy.

SOL TAISHOFF, editor of BROADCASTING, drew a winning ticket that will pay him $1,872 on the Irish Sweepstakes of May 24. His horse was Bandinelli, which was entered but did not run.

WILLIAM B. DOLPH, manager of WOL, Washington, underwent an emergency appendicitis operation May 12 but is now fully recovered and back at his desk.

JUDGE E. O. SYKES, former member of the FCC, was admitted to practice before his former colleagues May 16. Edward K. Wheeler, son of the Montana Senator, was likewise admitted, being in the office of Louis G. Caldwell, Washington attorney. Albert E. Stephan, former FCC attorney, now practicing in Portland, Ore., was admitted May 23.

CLYDE SCOTT, commercial manager of KFI-KECA, Los Angeles, has recovered from injuries received when he fell from a horse.

MICHAEL WILSON, recently with KTMS, Santa Barbara, and KGDM, Stockton, has joined the San Francisco sales staff of KROW, Oakland, Cal.

LLOYD E. YODER, general manager of the San Francisco NBC stations, KPO and KGO, who holds a commission in the U. S. Naval Reserve, has concluded a fortnight of active service, attending the joint Army and Navy Selective Service Conference at the San Francisco Presidio.

RAY VAN BENSCHOTEN, salesman of WSYR, Syracuse, has been elected president of the Optimist Club of Syracuse.

CHARLES PHILIP, salesman of KXOK, St. Louis, is the father of a girl born in May.

GEORGE M. BENSON, NBC New York account executive, was in Hollywood during late May in connection with the *Melody & Madness* program sponsored by P. Lorillard Co.

JOHN F. MERRIFIELD, farm editor of WLW, Cincinnati, recently was named secretary of the newly-formed Ohio Chemurgic Commission. Gov. John W. Bricker announced the appointment as he broadcast on WLW May 19 from the National Farm Chemurgic Council meeting at Columbus.

C. G. SCRIMGEOUR, controller of the New Zealand government commercial stations, and William Queale, board chairman of 5DN, Adelaide, Aust., outlet of Macquarie network, sailed from Los Angeles on board the *Monterey*, May 24 for the Antipodes.

OSWALD ANDERSON, co-director of Broadcast Enterprises Ltd., London agency, has been appointed manager of 2UE, Sydney, Australia. He recently made a tour of the United States.

E. A. (Bob) ALBURTY, manager of WHBQ, Memphis, is broadcasting daily play-by-play accounts of the Memphis Chicks' home and away games for the local Coca Cola Bottling Co.

WLAP Staff Changes

CHANGES in the executive personnel of WLAP, Lexington, Ky., were announced May 23 by Gilmore N. Nunn, president. Ted Grizzard, program director for the last four years, has been made station director. Mr. Grizzard started in radio in 1932 at WLAC, Nashville, as announcer, and later was with KTAT, Fort Worth, and KLRA, Little Rock. Ed Willis, in the commercial department for the last five years, has been made commercial manager. Prior to his connection with WLAP, Mr. Willis was advertising and sales promotion manager for the A.-C. Dayton Co. He entered commercial broadcasting in 1932 with KFRU, Columbia, Mo. Gilmore Nunn remains as president and general manager, continuing to make his home in Lexington, although much of his time will be spent in direction of other radio properties in which he and his father, J. Lindsay Nunn, are interested. At the present time these include the new KFDA, Amarillo, now under construction, and WCMI, Ashland, Ky. The latter was purchased recently and the transfer awaits FCC approval.

Adams to Texas Net

JOHN T. ADAMS, radio director of Erwin, Wasey & Co., New York, has resigned from the agency, effective June 15, to become executive vice-president of the Texas State Network, with headquarters in Fort Worth. Mr. Adams was formerly with CBS in an executive capacity and with the Federal Broadcasting System before joining Erwin, Wasey several years ago.

Mr. Adams

Salute to a Pioneer

JOHN A. HOLMAN, general manager of WBZ-WBZA, Boston-Springfield, was feted by the station staffs May 19 at a dinner and gridiron show celebrating his fifth anniversary as NBC's general manager in Boston. Messages of congratulations were received from Westinghouse, RCA and NBC executives and from Gov. Saltonstall, Mayor Tobin of Boston and Mayor Putnam of Springfield. A salute from some of the notables with whom Holman was formerly associated in his early days at WEAF was presented on a transcription featuring Graham McNamee and Phillips Carlin. A three-act musical satire titled "Holmania" was presented, written and produced by the WBZ staff, including John McNamara, Bob White, Bob Evans, George A. Harder, Avner Rakov and Bob Duffield.

Lucien D. Shouse

LUCIEN D. SHOUSE, 62, father of James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting and general manager of WLW, Cincinnati, was buried May 20, at Eminence, Ky. Death followed an illness of more than a year. Dr. Shouse, a well-known dentist, died at his home in Tampa, Fla., where he had gone for his health several years ago. Funeral services, attended by members of the family and executives of WLW and WSAI, were held in the cemetery chapel at Eminence. In addition to James D. Shouse, Dr. Shouse is survived by his wife and a daughter, Mrs. Garnett Ivey.

George D. Reid

GEORGE D. REID, staff actor of *Five Star Final* on WMCA, New York, on May 19 was found dead in his New York apartment as the result of a heart attack. Mr. Reid, formerly announcer of WOL, Washington, was known as the "one-man minstrel" when he first joined WMCA. Aged 41 at his death, Mr. Reid is survived by his widow, Mrs. Lona Reid of Alexandria, Va.

LEO J. FITZPATRICK, executive vice-president of WJR, Detroit, has been named chief-of-staff to William S. Knudsen, president of General Motors, in a campaign to raise $1,250,000 for the Salvation Army and the Detroit House of the Good Shepherd. Detroit stations will join in conducting a "Mile of Dimes" campaign, placing a table with slots along the top in front of a department store on which dimes will be inserted. This idea originated and was carried out successfully in Washington last fall for the President's Birthday Ball paralysis campaign.

BEHIND the MIKE

STUART L. HANNON, formerly with MBS, has joined KFPY, Spokane, as program manager, with Wallace Brazeal, former program director, now handling national accounts. KFPY has also added to its staff Bob Hurd, formerly with WDGY, Minneapolis; Ed Butherus, formerly with KUJ, Walla Walla, and Lowell Hawley, formerly with KVOS, Bellingham.

DOROTHY ANN SIMPSON, former publicity director, on June 1 takes over *The Women's Page*, popular participating program on KVI, Tacoma, writing and conducting the feminine feature. She succeeds Kay Kelly, who has resigned.

BILL McCORD, former announcer of KFPY, Spokane, has joined the announcing staff of KGW, Portland.

EARLE McGILL, CBS casting director, instructor in radio at New York U. and author of a forthcoming book on radio direction, is serving as the director of the new CBS Sunday afternoon series, *Democracy in Action*, being produced jointly by CBS and the U. S. Office of Education as the successor of *Americans All—Immigrants All*, which this year won the major annual award of the Women's National Radio Committee.

EDMUND LINEHAN, program director of KSO, Des Moines, married Doris Zastow May 19.

AL GODWIN, sportscaster, recently joined the announcing staff of WWL, New Orleans.

Meet the LADIES

VERNICE BOULIANNE IRWIN

WITH her younger sister, Dorothy Doernbecker, Mrs. Vernice Boulianne Irwin inherited KVI, Tacoma, Wash., upon the death of their father, Edward M. Doernbecker, several years ago. Assuming the helm as general manager, Vernice Boulianne brought to her task the same sweetness of nature, coupled with sound business sense, that made her dad one of the most beloved and respected figures in the broadcasting industry. She was married early this year to Earl T. Irwin, formerly of the Chicago office of Free & Peters, who became commercial director of KVI last September. Mrs. Irwin, who returned early in May from Honolulu, is now in the East on a business trip.

HARRY SIMEONE, CBS Hollywood chorus director, who also conducted the weekly *Styles by Simeone*, has been granted six month's leave to join Fred Waring as assistant conductor and director of the band's choral group. Waring starts a new Chesterfield series on NBC June 19.

EULALAH NISSEN, known as Dorothy Day on KSAL, Salina, Kan., recently announced her approaching marriage to C. O. Snyder.

GENE EDWARDS, formerly of KFI, Los Angeles, has joined the announcing staff of WOPI, Bristol, Tenn.

VERNE HANSEN, announcer of WGN, Chicago, and Jane Wood recently announced their engagement.

BYRON OGLE, of the production staff of KGNC, Amarillo, and a photographic model, recently was pictured as an attendant in a full-page color automobile ad on page 42 of the May 13 issue of the *Saturday Evening Post*.

ESTON PACE, recently with KANS, Wichita, and formerly with WAPO, Chattanooga, WMSD, Sheffield, Ala., and WMFO, Decatur, Ala., has joined the announcing staff of KTSM, El Paso.

HAROLD OGDEN, sportswriter of the *Hartford Times*, has joined the affiliated WTHT for a five-weekly sports program.

MISS SYLVIA CROWLEY, secretary to Manager Cedric W. Foster, of WTHT, Hartford, on May 19 was married to Pat Kelly, Tennessee U. wrestler. Taking her place is Miss Rosemary Costello, Vassar graduate of 1937.

FRED FOSTER, formerly of WMBR, Jacksonville, Fla., has joined the announcing staff of WLW-WSAI, Cincinnati.

ALAN THOMPSON recently was promoted from announcer to program director of KROY, Sacramento, Cal.

LARRY THOMAS, formerly of WIBG, Glenside, Pa., has joined the production staff of WDAS, Philadelphia.

BLAIR EUBANKS of WTAR, Norfolk, Va., has been assigned to baseball broadcasts, replacing George Mayer, who has returned to New York.

DAVID BANKS, has been named chief announcer of KLRA, Little Rock, Ark., succeeding Earl Rodell, who resigned to become assistant manager of KFDA, Amarillo.

SHELDON W. PETERSON, formerly of the *Minneapolis Star* and *Denver Post*, has joined the news staff of KLZ, Denver.

JACK ROSS, bookkeeper of KLZ, Denver, on May 12 married Miss Marie Elizabeth Long, of Somerset, Col.

HERB HOWARD, formerly of WLS, Chicago, has joined the announcing staff of WNAX, Yankton, S. D.

PAUL WAGNER has been named to broadcast games of the Red Birds baseball team on WPAY, Portsmouth, O., under sponsors of Neighborhood Home-Owned Independent Grocers.

RICHARD T. SAMPSON, of the staff of KFXM, San Bernardino, Cal., has applied to the FCC for authority to erect a new 250-watt daytime station on 1390 kc. in Riverside, Cal.

GLADYS WAGSTAFF PINNEY, dramatic script writer of KSL, Salt Lake City, has her "Thanksgiving Prayer" included in the World's Largest Illuminated Book of Poetry which goes on exhibit at the New York World's Fair in early June.

WENDELL WILLIAMS, NBC Hollywood continuity acceptance editor, and Helen Buchta of the network's New York secretarial staff, will be married in the latter city June 24.

WILLIAM M. PARKER, continuity editor of 20th Century Radio Productions, Hollywood, has completed the first half of *Andre*, a two-part novel to be published in fall.

XUM

VAN FLEMING, formerly CBS San Francisco production manager, has joined the NBC Hollywood production staff, taking over the duties of Joe Thompson, who is on leave to complete a book. Fleming will continue to write the CBS Pacific dramatic series, *I Want a Divorce*, sponsored by Sussman, Wormser & Co.

JACK WILSON, assistant program director of WNAD, University of Oklahoma station at Norman, was the Oklahoma City selection in the second *Gateway to Hollywood* talent quest held recently in the studios of KOMA, Oklahoma City.

MISS CLAIRE HARRISON, continuity supervisor of KWK, St. Louis, was the guest speaker May 9 at Jefferson College, St. Louis, which has instituted a special course in radio writing. The class is conducted by John Cole, Gardner Advertising Agency, St. Louis, who announces the *Green Hornet* program on KWK.

RICHARD K. BARD, formerly of the NBC publicity department and previously in the special features department of CBS, has been named director of special events and publicity of WNEW, New York, succeeding Larry Nixon, who resigned last February. Before entering radio in 1934, Mr. Bard served on the editorial staffs of the *San Francisco Examiner*, the *Pittsburgh Sun-Telegraph*, the *Miami Daily News* and other newspapers. Miss Julienne DuPuy, assistant publicity director, has been in charge of the department since Mr. Nixon's resignation.

ROBERT EWING, of the transcription department of NBC-Chicago, will marry Florence Moeller, secretary to Harry Kopf, sales manager of NBC-Chicago, in early June.

JOHN TILLMAN, formerly of WHAS, Louisville, and WSB, Atlanta, has joined the CBS announcing staff in New York.

W. G. FIELDS, formerly of KFJZ, Fort Worth, has been named merchandising manager of Texas State Network, according to an announcement by Benton Ferguson, TSN vice-president in charge of merchandising.

JOHN RANDOLPH, free-lance radio actor and formerly chief announcer of WHDH, Boston, has joined the announcing staff of WHN, New York.

VIC ROWE has joined the announcing staff of CFQC, Saskatoon, Sask., George A. Jordan and Murray Dyck, formerly of the CFQC engineering staff have been added to the sales staff.

FRED RAPHAEL, program director of WHN, New York, is the father of a girl born May 16.

DOUG MONTELL, for several years sportscaster for Tidewater Associated Oil Co., Associated Division, San Francisco, recently was appointed publicity director of the oil company.

Radio's "Iron Man"

WKBH, LaCrosse, Wis., lays claim to radio's "Iron Man" in Jack Martin, who up to May 17 had broadcast with never a miss every day including Sundays for 2,050 consecutive days as newscaster, sportscaster and barn dance announcer. He has not had a vacation in six years.

DON HOPKINS, announcer of KGNF, North Platte, Neb., is the father of a girl born May 8. The baby was the 500th to be born at St. Mary Hospital at North Platte.

ROY MASON, formerly of KFBB, Great Falls, Mont., has joined the announcing staff of KGNF, North Platte, Neb.

ROGER VON ROTH, formerly of WAIR, Winston-Salem, has joined the announcing staff of WPTF, Raleigh.

MRS. RUTH ROBINSON has transferred from KNOW, Austin, to the Texas State Network offices in Fort Worth where she will be secretary to Benton Ferguson, TSN, vice-president. Miss Claudine French, who has been in Mr. Ferguson's office, will devote her full time to continuity and to the *Woman's Page of the Air*.

A. H. PETERSEN, assistant manager of the CBS traffic department, recently became the father of a girl, Helen Patricia.

BILL MURPHY, who formerly handled exploitation for various Warner Bros. film exchanges, has joined KFWB, Hollywood, as publicity director. He succeeds Bill Schwartz, who is devoting full time to production.

VERA OLDAM, writer for radio and theatre on the West Coast, has joined the script-writing staff of Transamerican Broadcasting & Television Corp., New York.

GLENN TAYLOR, formerly of WMAL, Washington, and WGBI, Scranton, Pa., has joined the announcing staff of WJJD, Chicago.

LILLIAN SLATER, publicity director of WPEN, Philadelphia, on June 18 is to marry Harold B. Pressman, member of the Pearl-Pressman printing and advertising firm. She will return to her duties July 5 after a honeymoon trip to Canada and New England.

LLOYD G. Del CASTILLO, production manager of WEEI, Boston, has accepted the invitation to act as aide to his former classmate, Gov. Saltonstall, at June commencement exercises of Harvard.

MR. SPONSOR: Why so much stress on coverage? That's only a mass of *potential* listeners. How many of them are *real* listeners depends upon how good your show is, and—which is too often overlooked—*how good your station is!*

212 stations—giving you nation-wide coverage—bought Western Electric equipment to assure you of highest quality. They could have bought other equipment for less money—but they didn't want to save at your expense.

You'll get your full money's worth—coverage *plus quality*—from the stations listed below. They are . . .

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Alabama
WALA
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KFOX
KFRC
KFSD
KFVD
KGB
KGDM
KHJ
KIEM
KLS
KLX
KQW
KRE
KRKD
KROW
KROY
KSFO
KTKC
KYOS
Colorado
KLZ
KVOR
Conn.
WDRC
WICC
WTHT
D. of Col.
WJSV
WMAL
WOL
Florida
WCOA
WDBO
WFLA
WFOY
WJAX
WKAT
WRUF
WSUN
Georgia
WATL
WMAZ
WRBL
WSB
Idaho
KFXD
KSEI
Illinois
WCBD
WHFC
WMBD
WMBI
Indiana
WHIP
WIND
WWAE
Iowa
KFJB
KFNF
Kansas
KFH
KGGF
KOAM
KOAN
KSAC
KSAL
WIBW
Kentucky
WHAS
WLAP
Louisiana
KALB
WBNO
WDSU
WJBO
WSMB
Maine
WGAN
WLBZ
Maryland
WBAL
WJEJ
Mass.
WAAB
WBRK
WEEI
WHDH
WLLH
WMAS
WNAC
WSAR
Michigan
WBCM
WEXL
WJR
WKZO
WMBC
WWJ
WXYZ
Minnesota
KATE
KVOX
KWNO
WCCO
WDGY
WMIN
WTCN
Missouri
KFRU
KFUO
KMBC
KMOX
KWK
WDAF
WHB
WIL
WMBH
Montana
KFBB
Nebraska
WOW
New Hamp.
WFEA
New Jersey
WCAM
WCAP
WHBI
WPG
WTNJ
New York
WABC
WBBR
WBIL
WFAB
WFBL
WHAM
WHDL
WHN
WIBX
WINS
WJTN
WKBW
WLTH
WNEW
WNYC
WOR
WOV
No. Car.
WAIR
WDNC
WRAL
WSTP
N. Dakota
KDLR
KRMC
Ohio
WADC
WCLE
WCPO
WHK
WHKC
WICA
WKRC
WLW
WOSU
WSAI
WSPD
WTOL
Oklahoma
KASA
KBIX
KOMA
KOME
KTUL
KVOO
Oregon
KOAC
Penn.
KQV
WBAX
WFBG
WHAT
WJAS
WKOK
WKST
WPIC
WSAN
Rhode Is.
WEAN
WJAR
WPRO
So. Car.
WAIM
WCSC
WIS
S. Dakota
KABR
WNAX
Tennessee
WLAC
WNOX
WROL
Texas
KABC
KCMC
KFDM
KGNC
KMAC
KPAB
KRIC
KRLD
KTAT
KTSA
WRR
Utah
KSL
Virginia
WBBL
WRNL
WRVA
Wash.
KABR
KELA
KFPY
KGA
KGY
KHQ
KIT
KMO
KRKO
KVI
KXRO
W. Virginia
WMMN
WSAZ
Wisconsin
KFIZ
WCLO
WKBH
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"J. B. always gets a lot for his money . . . that's why he advertises over CKAC!"

CKAC, Montreal—"Canada's Busiest Station"—affiliated with CBS.

DAVE FREDERICK, publicity director of KXOK, St. Louis, has taken over the daily radio column of the *St. Louis Star-Times*. All St. Louis stations are given equal space in the column despite the fact that the *Star-Times* owns and operates KXOK.

JACK GREGSON, recently of KUJ, Walla Walla, and KDYL, Salt Lake City, has joined the announcing staff of KSFO, San Francisco.

OWEN CRUMP, KFWB, Hollywood, writer-producer, has been signed by Warner Bros. First-National Studios, to a writing contract.

JACK BENNETT, former chief announcer at KRE, Berkeley, Cal., is doing relief announcing at KPO and KGO, San Francisco, during the summer.

RICHARD BERTRANDIAS, formerly in the press department of NBC, San Francisco, has been transferred to production, with Dave McNutt replacing him.

JACK GREGSON, formerly with KUJ, Walla Walla, Wash., and KDYL, Salt Lake City, has been added to the announcing staff of KSFO, San Francisco.

MRS. LLOYD E. YODER, wife of the general manager of the San Francisco NBC stations KPO and KGO, and known professionally as Bette Marino, violinist, is recuperating at the Children's Hospital in San Francisco from a serious abdominal operation.

DICK de ANGELUS, for several years newscaster and announcer at KJBS, San Francisco, has left the station.

BOB FERRIS, production manager at KWLK, Longview, Wash., was appointed traffic manager when the station became a Mutual affiliate.

TED WILLIAMS, former horse race commentator in a series of movies, including "A Day at the Races" with the Marx Brothers, has joined the announcing staff of WIND, Gary, to do a daily racing news summary titled *Hoss Tales*.

WALT GILLESPIE, formerly of the *Moline* (Ill.) *Dispatch*, has joined WHBF, Rock Island, as sportscaster.

LEO BOULETTE, continuity writer of WLS, Chicago, has composed a popular song titled "Our Candlelight Dreams" featured on the *WLS Melody Parade*.

EARLE KALUSCHE, announcer of WFAA, Dallas, the last two years, will join KWK, St. Louis, June 15. Wilson Erwin, formerly of KOCA, Kilgore, Tex., will join the WFAA announcing staff June 6, along with Gene Martin, formerly of KLZ, Denver, who will join the WFAA news staff.

FRED FOSTER, formerly of WMBR, Jacksonville, Fla., has joined the announcing staff of WLW, Cincinnati.

HAROLD KIMMELL, formerly of KGKO, Fort Worth, KFBM, Beaumont, Tex., has joined the advertising staff of Universal Mills, Fort Worth, writing and announcing the Mills' daily cowboy show on KGKO.

EDWARD C. ALEXANDER, formerly a Federal accountant, has been appointed office manager of Honolulu Broadcasting Co., with headquarters at KGMB, Honolulu.

FRED PATTERSON, formerly on the stage in New York, has joined the announcing staff of KOMO-KJR, Seattle.

DORIAN ST. GEORGE, announcer of WRC-WMAL, Washington, has been narrating for a series of movie shorts for the Social Security Board, one of which is to be used at the Golden Gate Exposition.

JIMMY KENT, who has just completed his first year at the University of Saskatchewan, has joined the announcing staff of CHAB, Moose Jaw, Sask.

ALTHOUGH the softball players of KFI-KECA, Los Angeles, were beaten by a score of 7 to 6 when they recently played the NBC Hollywood team, a return match is scheduled for June 3. The KFI-KECA team includes (standing, l to r) Curtis Mason, co-chief engineer; Leonard Lake, announcer; Harrison Holliway, general manager; Douglas Evans, announcer; Lloyd Fritzinger, engineer; Bob Hiestand, sound effects; Bernie Smith, publicity director. Seated are Claude Sweeten, musical director; Jimmy Vandiveer, special events director; Herb Allen, announcer; Amos Baron, account executive; George Whitney, account executive; and last but not least, George Applegate, announcer.

J. FRANK WILLIS, of the CBC, has returned from a four-month exchange with the Australian Broadcasting Corp. While in Australia he produced a number of shows for the ABC.

BILL HINDS, announcer of KDKA, Pittsburgh, married Dolores Dollhopf on May 17.

MISS SUNSHINE HULCEY has joined KOMA, Oklahoma City, as receptionist, replacing Lois Ulery, recently shifted to the sales promotion department.

FRANK BARTON, announcer of KPO and KGO, San Francisco, is the father of a boy born in May.

BOB ANDERSON, NBC newscaster in San Francisco, on July 2 will marry Margaret Hanley, CBS sales department secretary.

DAVID STUART, new to radio, has joined WJJD, Chicago, as newscaster.

PAUL PIERCE, CBS Hollywood writer-announcer, and Richard Hall, of the music clearance department, have collaborated on a popular ballad, "Once Upon a Moment", to be published soon.

BERT METCALF, announcer of KXOK, St. Louis, and Judy Mast, staff singer, recently announced their engagement at a party held by the KXOK program staff.

DAVE MANNING, formerly of KWK, St. Louis, has joined the announcing staff of KXOK, that city.

NORMAN HARTFORD, formerly of KGFJ, Los Angeles, has joined KFWB, Hollywood, as sportscaster and is conducting the six-weekly quarter-hour *Your Sportscaster*.

MARGARET SOUTH, statistician, has joined WAPI, Birmingham, as assistant to Delmar Bradley, WAPI merchandising manager.

MAXWELL SHANE, Hollywood radio and screen writer, is in New York to arrange production of his new stage comedy, *Willis Does a Strip*, which he wrote with Ian Hunter. Shane has contributed to the CBS *Big Town* program, sponsored by Lever Bros.

ROBERT MORRISON, formerly of CKY, Winnipeg, has joined the announcing staff of CKOC, Hamilton, Ont.

HARRY BECKER, formerly of KITE, Kansas City, has joined the announcing staff of KFBI, Abilene, Kan.

Grandpa Celebrates

JIM LIGHTFIELD, probably radio's only great-grandfather, who as a hobby conducts a Sunday morning hour dedicated to shut-ins on WKRC, Cincinnati, recently celebrated his 14th anniversary with the station. Grandpa Lightfield, 65, conceived the idea for his program 14 years back and broached it to WKRC's manager, who offered him free time. People of all ages are offered an opportunity to display their talent on Jim's program. He receives nothing for his service, and he pays nothing for the broadcast time nor the services of his performers.

AGRAP, CBS Dicker

NEGOTIATIONS between American Guild of Radio Announcers & Producers and CBS for changes in the contract covering announcers and production men employed at WABC, New York, are progressing satisfactorily, according to AGRAP officials, who said that similar negotiations for the sound effects men at WABC would be started shortly.

AFRA Files Charges

VIC CONNORS, executive secretary of the American Federation of Radio Artists, San Francisco Chapter, has filed charges with the National Labor Relations Board over the discharge of three announcers from station KRE, Berkeley, assertedly for their union activities. Discharged were Ralph Kennedy, James Moore, both of whom have been reinstated, and Phil Bernheim, still out.

WILLIAM S. PALEY, CBS president, has been elected a director of Pan American Airways Corp., New York.

AFRA and WMCA Discuss Contract

Union Dickering With WIOD; Plans August Convention

AMERICAN Federation of Radio Artists has started negotiations with WMCA, New York, for a contract covering the staff announcers of that station. Announcers were formerly affiliated with American Guild of Radio Announcers and Producers, independent union, but recently withdrew to join AFRA, which is an AFL union, according to an AFRA spokesman.

AFRA is also negotiating with WIOD, Miami, following a dispute between the station and the union that led the latter to file a complaint with the National Labor Relations Board. Dispute was over the discharge of Earle Barr Hanson, musical director of WIOD and president of the AFRA local in Miami, which Hanson charged was for union activities. Station agreed to reinstate Hanson, to pay him $500 in back salary and to recognize AFRA as bargaining agency for staff artists. Hanson resigned immediately following his reinstatement.

Second annual convention of AFRA will be held in Chicago beginning Aug. 24. In addition to the reports and other convention business the delegates will elect officers and 15 members of the 45-member board of directors for three-year terms. The official ticket presented by the nominating committee calls for the re-election of the present officers: Eddie Cantor, president; Lawrence Tibbet, Carleton Kadell, Virginia Payne, Mark Smith, and Margaret Speaks, vice-presidents; Alex McKee, recording secretary, and George Heller, treasurer. Nominated as board members are Clayton Collier, Ted DeCorsia, Eric Dressler, Wilfred Lytell, John McBryde, John McGovern, Al Swenson and James Van Dyke from New York; Virginia Payne, Vincent Pelletier and Sam Thompson from Chicago; Jack Benny, Jean Hersholt and Carleton Kadell from Hollywood.

Increases in national AFRA dues from $12 to a $24 annual minimum, with corresponding raises all along the line, which were recently voted by the national board, have been submitted to the various locals for approval. Emily Holt, executive secretary of the union, said that the increases are essential to the continued operation of AFRA.

Rumors that the inclusion of script writers in the contract recently negotiated by AFRA with WLW, Cincinnati, might lead to an inter-union battle with the Radio Writers Guild were pooh-poohed by Mrs. Holt, who said that AFRA was in no way trying to assume responsibilities or to take members properly belonging to the RWG, but that it was merely extending union protection to persons who otherwise would not get it, as there is no RWG chapter in Cincinnati.

EVERETT TOMLINSON and Paul West, of the CBS Hollywood continuity department, are designing their own model airplane in an effort to break the existing endurance record for rubber propelled models. The two hobbyists have built several other planes from standard blueprints, but this newest effort is the result of personal research and planning. They'll enter it in a championship meet scheduled for late this summer.

in the CONTROL ROOM

WILLICE E. GROVES has been named acting chief engineer of KSL, Salt Lake City, while Gene Pack is on an extended vacation. Jay William Wright has been placed in charge of transmission. Frank Y. Gate has been named recording engineer and C. Richard Evans is newly appointed audition engineer.

BILL MARKS has been reappointed chief engineer of CJKL, Kirkland Lake, Ont., having returned from the Pacific Coast.

ROBERT BARLOW, traffic manager of Universal Microphone Co., Inglewood, Cal., is the father of a girl born May 12.

ELMER PRITCHETT, transmitter engineer of WTAR, Norfolk, has announced his engagement to Kathryn Holderby. The wedding is set for July 26.

PAUL LEE, formerly of WIBX, Utica, has joined the engineering staff of WSYR, Syracuse.

ROBERT GURDON CORNWELL, of the engineering staff of WICA, Ashtabula, O., is to marry Margaret White on June 3.

WOODROW B. COX, formerly of KTSA, San Antonio, has transferred to the control room staff of Texas State Network in Fort Worth.

JOHN WOODS has joined the technical staff of WNAX, Yankton, S. D.

CHARLES PATTEE, transmitter engineer of WTAR, Norfolk, is the father of a girl born May 18.

ADRIAN MURPHY, director of developmental projects for CBS, sailed May 17 for a European vacation. He plans to visit England, France, Switzerland and other countries before returning to New York on June 25.

BOB BISHOP has joined the sound engineering staff of NBC in San Francisco, succeeding Don Fleming, resigned.

CLAUDE FULK, formerly of WHBU, Anderson, Ind., has joined the control staff of WFBM, Indianapolis.

HOWARD MILLS, sound technician, has joined the technical staff of KOMO-KJR, Seattle.

KGCU Labor Hearing

UPON COMPLAINT of the International Brotherhood of Electrical Workers, AFL affiliate, the National Labor Relations Board through its trial examiner, Charles E. Persons, recently held a hearing on the action brought against Mandan Radio Assn., operator of KGCU, Mandan, N. D., and John K. Kennelly, KGCU manager, by IBEW. Mr. Kennelly was charged with interfering with union activities and discharging Paul Edwards, an employe of the station, for engaging in union activities. Trial Examiner Persons has not yet made his report and recommendations to NLRB headquarters in Washington, and it is not known how soon the report will be made.

TALK on "The Patent Problem from the Viewpoint of Industry," given by Otto S. Schairer, RCA vice-president in charge of patents, at a roundtable conference of the National Industrial Conference Board last January, has been published as a pamphlet by RCA Institute Technical Press.

IRA AVERY, of the production staff of WRVA, Richmond, Va., recently watched the successful production of his one-act play, "You're on the Air", by the Richmond Theatre Guild.

STOPPED BY WRENS
WCKY Shifts Work to Care For Nesting Family

A PAIR of wrens in mid-May held up work on one section of the new 50,000-watt transmitter of WCKY, Cincinnati, because Mrs. Wren picked out some of the equipment as a safe place to build her nest. When Chief Engineer Charles H. Topmiller inspected a panel, which

had been stored for a few days in a garage at the transmitter, preparatory to its installation, he discovered the nest, with five tiny eggs in it. "Top" ordered the panel undisturbed, and went to work on other details of the installation. Next day the eggs had hatched out, and the wren family numbered seven. At press time, the panel and nest were still in the garage, with WCKY engineers awaiting the day when the young birds would be strong enough to fly. The pictures show Topmiller pointing out the nest and (inset in circle) a "close-up" of Mama Wren hiding her babies from the cameraman.

Facsimile Puzzle

FIRST cross-word puzzle transmission by facsimile is claimed by WGN, Chicago, with the puzzle broadcast May 13 and the answer transmitted May 20. The puzzle was three inches square and was selected because the pure black and white markings are especially adaptable to facsimile work.

THE VOICE OF THE SACRAMENTO VALLEY—

The Most Productive and Varied Agricultural Area in the World!

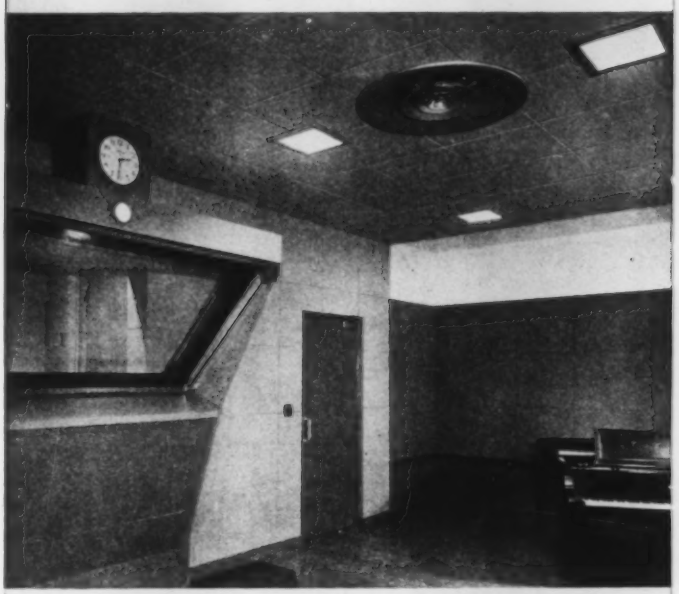
KFBK

10,000 WATTS

Sacramento, Cal.

Competent and Complete Acoustical Service

IS OFFERED YOU BY USG



To meet today's exacting standards for high fidelity broadcasting, this studio utilizes the USG system of Sound Control

COMPLETENESS of service—plus *competence*—are two important things in seeking acoustical consultation or advice. You get both from USG. USG offers you a complete acoustical service . . . materials and methods that fit your needs today and tomorrow . . . a system containing vital, exclusive features both for absorbing noise within the studio and for preventing sound transmission between studios. And USG has the *competence* which assures your lasting satisfaction . . . for every USG material and method is the outgrowth of long research and wide practical experience.

Investigate the USG system of sound control—the system which gives you the right number of sound-absorption units at various frequencies in each studio, and which includes the highly effective, patented, full-floating wall and ceiling construction.

USG consultation service is always available for your use, and it costs you nothing. Call or write us about *your* problems—USG stands ready to aid you.

UNITED STATES GYPSUM COMPANY

300 West Adams Street, Chicago, Illinois B-6-1

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFI, Los Angeles

Larus & Bros. Co., Richmond, Va. (Domino cigarettes) 6 *sa* weekly, thru Warwick & Legler, N. Y.
Zonite Products Co., New York (toothpaste), 2 *sa* weekly, thru Cowan & Dengler, N. Y.
Frigidaire Div., General Motors Corp., Dayton (Frigidaire) 117 *sa*, thru Lord & Thomas, Chicago.
Sparkletts Drinking Water Corp., Los Angeles (bottled water), weekly *sp*, thru Lockwood-Shackleford Adv. Agency, Los Angeles.
American Tobacco Co., New York (cigars), 3 *ta* weekly, thru Lord & Thomas, N. Y.
Wilmington Transportation Co., Wilmington, Cal. (island resort), 12 *sa*, thru Neisser-Meyerhoff, Los Angeles.
Santa Fe Trail Transportation Co., Los Angeles (bus), 5 *sa* weekly, thru Ferry Hanly Co., Los Angeles.
Mutual Citrus Products Co., Anaheim, Cal., (pectin), 2 weekly *sa*, thru Chas. H. Mayne Co., Los Angeles.

KWOS, Jefferson City, Mo.

Davis Vitamin Corp., Los Angeles, 18 *sa*, 18 *ta* weekly, thru R. H. Donnelly Corp., Los Angeles.
Griesedieck Bros. Brewing Co., St. Louis, 18 *sa*, 6 *sp* weekly, thru BBDO, Chicago.
B. F. Goodrich Co., Akron, 6 *sp*, 1 *t* weekly, through Ruthrauff & Ryan, St. Louis.
Hyde Park Breweries, St. Louis, 18 *sp* weekly, through Ruthrauff & Ryan, St. Louis.
Beatrice Creamery Co., Des Moines, 1 *t* weekly, through Lord & Thomas, Chicago.
Ford Motors, Detroit, 6 *sa* weekly, thru McCann-Erickson, Chicago.
Carter Products, New York, 6 *ta* weekly, thru Street & Finney, N. Y.

WOWO, Fort Wayne

Berghoff Brewing Corp., Fort Wayne, 66 *sp*, direct.
Ruud Mfg. Co., Pittsburgh (hot water heaters), 12 *sp*, thru Bozell & Jacobs, Omaha.
International Harvester Co., Chicago (twine), 26 *sa*, thru Aubrey, Moore & Wallace, Chicago.
Murphy Products Co., Burlington, Wis., 78 *sa*, thru Wade Adv. Agency, Chicago.
Northwestern Yeast Co., Chicago, 39 *sp*, thru Hays-MacFarland & Co., Chicago.

WRC-WMAL, Washington

Durene Assn. of America, New York (2-ply yarn), 10 *sa* weekly, thru Kal Adv. Agency, Washington.
Maryland Baking Co., Baltimore (cones), 13 *sa*, thru Austin & Spector, N. Y.
Thos. Richardson Co., Philadelphia (candy), 39 *sa*, thru N. W. Ayer & Son, Philadelphia.

KFBK, Sacramento, Cal.

Buffalo Brewing Co., Sacramento, Cal., 7 *sa* weekly, thru Adam Damm Agency, Sacramento.
General Foods Corp., New York (Huskies), 5 *t* weekly, Benton & Bowles, N. Y.

WOC, Davenport, Ia.

Maryland Baking Co., Baltimore, 13 *ta*, thru Austin & Spector, N. Y.
Washington State Apple Commission, Seattle, 20 *sa*, thru J. Walter Thompson Co., San Francisco.

WGAR, Cleveland

Washington State Apple Commission, Seattle, 10 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Pullman Co., Chicago, 5 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
Greeting Card Publishers, New York, 4 *sa* weekly, thru Badger & Browning, Boston.
Rudolph Wurlitzer Co., Cincinnati (musical instruments), 1 *t* weekly, thru Schwimmer & Scott, Chicago.
Standard Oil Co. of Ohio, Cleveland, 6 *sp* weekly, thru McCann-Erickson, Cleveland.
Manhattan Soap Co., New York (Sweetheart), 3 *sp* weekly, thru Franklin Bruck Adv., N. Y.
Master Lock Co., Milwaukee, 1 *sa* weekly, thru Scott-Telander Adv., Milwaukee.

KOMA, Oklahoma City

Los Angeles Soap Co., Los Angeles (White King soap), 39 *sa*, thru Raymond R. Morgan Co., Los Angeles.
Park & Tilford, New York (Tintex), 26 *sa*, thru Charles M. Storm Co., N. Y.
CSO Labs., Dallas, 66 *sa*, thru Ratcliffe Adv. Agency, Dallas.
Reid-Murdoch & Co., Chicago, 201 *sa*, thru Rogers & Smith, Chicago.
Arlington Hotel, Hot Springs, Ark., 13 *sa*, thru S. M. Brooks Adv. Agency, Little Rock.

KMPC, Beverly Hills, Cal.

New Yorker Bottling Co., Los Angeles (beverages), weekly *sp*, direct.
Benj. Franklin Life Assurance Co., Los Angeles (insurance), 6 *sp* weekly, direct.
Southern Pacific Co., San Francisco (rail transportation), 5 *sp* weekly, thru Lord & Thomas, San Francisco.
Wm. P. Ibelle & Sons, Los Angeles (paints), 6 *sa* weekly, thru Ivar F. Wallin Jr. & Staff, Los Angeles.

WOR, Newark

Metropolitan Life Insurance Co., New York, 5 *sp* weekly, 52 weeks, thru Young & Rubicam, N. Y.
Chas. B. Knox Gelatin Co., Johnstown, N. Y., 6 *sp* weekly, thru Kenyon & Eckhardt, N. Y.
De Forest Training, Chicago (school), weekly *t*, thru Presba, Fellers & Presba, N. Y.

KDYL, Salt Lake City

Acme Breweries, San Francisco, 3 *sa* weekly, thru Emil Brisacher & Staff, San Francisco.
Interstate Transit Co., Omaha, additional *sa* weekly, 44 weeks, thru Beaumont & Hohman, Omaha.
Sears Roebuck & Co., Salt Lake City, 6 *sp* weekly, direct.

KFRC, San Francisco

H. Moffatt & Co., San Francisco (Scotty Allen Dog Food), 5 *sp* weekly, thru Leon Livingston Adv., San Francisco.
Calo Food Products, San Francisco (Calo Dog Food) weekly *sp*, thru Pacific Radio Products, Oakland, Cal.
Cook Products Corp., San Francisco (Girard salad dressing) weekly *sp*, thru Rufus Rhoades & Co. Adv., San Francisco.
Dr. J. C. Campbell, Los Angeles (dental chain), 20 weekly *sa* thru Ted Dahl Adv., Los Angeles.
Reid Murdoch & Co., Chicago (Monarch Foods), 30 *sa* weekly, thru Rogers & Smith, Chicago.
Bank of America, San Francisco (savings bank system), 4 *ta* weekly, 1 *sa* weekly, thru Charles R. Stuart Adv., San Francisco.
Union Pacific Railroad, Los Angeles, 3 *t* weekly, thru Caples Co., Los Angeles.
White Laboratories, New York (Feenamint), 5 *sa* weekly, thru William Esty & Co., N. Y.
Railway Express Agency, New York, 3 *sa* weekly, thru Caples Co., N. Y.

WFAA-WBAP, Dallas-Fort Worth

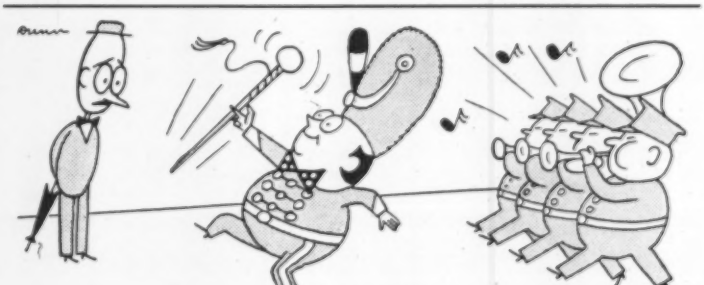
Maytag Co., Newton, Ia. (Maytag Washers), 6 *sa* weekly, thru McCann-Erickson, Chicago.
Peter Paul Inc., Naugatuck, Conn. (Walnettos), 26 *sa*, thru Platt-Forbes, N. Y.
Flamingo Sales Co., Los Angeles (nail polish), 45 *sa*, thru Buchanan & Co., Los Angeles.
Peter Paul Inc., Naugatuck, Conn. (Ten Crown Gum), 3 *sa* weekly, thru Platt-Forbes, Inc., New York.

KGKO, Fort Worth

Seidlitz Paint & Varnish Co., Kansas City, weekly *sa*, 13 weeks, thru Barrons Adv. Co., Kansas City.
Maryland Baking Co., New York, 3 *ta* weekly, thru Austin & Spector, N. Y.
Pullman Co., Chicago, 3 *sa* weekly, thru Blackett-Sample-Hummert, N. Y.
White Labs., New York (Feenamint), 19 *ta*, thru William Esty & Co., N. Y.

WDBJ, Roanoke, Va.

Procter & Gamble, New York (Crisco, Naptha, Ivory, Oxydol), 20 *t* weekly, thru Compton Adv. Inc., N. Y.
Jacob Ruppert Brewer, New York, 35 *sa*, thru Lennen & Mitchell, N. Y.
Greyhound Lines, Cleveland, 12 *sa*, thru Beaumont & Hohman, Cleveland.
American Tobacco Co., New York (Roi-Tan), 9 *ta* weekly, thru Lord & Thomas, N. Y.



"I'm used to being out in front since we bought WRC"

Pd. Adv.

WHO, Des Moines

General Mills, Minneapolis, 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Associated Serum Producers, Des Moines (hog serum), 3 *sa* weekly, thru Fairall & Co., Des Moines.
Dean Studios, Omaha (photographs), 100 *sa* thru Lessing Adv. Co., Des Moines.
Pullman Co., Chicago, 13 *sa*, thru Blackett-Sample-Hummert, Chicago.
Procter & Gamble, Cincinnati (Ivory), 262 *t*, thru Compton Adv. Inc., N. Y.
Wander Co., Chicago (Ovaltine), 150 *t*, thru Blackett-Sample-Hummert, Chicago.
Firestone Tire & Rubber Co., Akron, 104 *t*, thru Sweeney & James, Cleveland.
Beatrice Creamery Co., Des Moines (Meadow Gold), 26 *t*, thru Lord & Thomas, Chicago.
Dr. Hess & Clark, Ashland, O. (stock remedies), 6 *ta* weekly, thru N. W. Ayer & Son, N. Y.

KNX, Hollywood

Manhattan Soap Co., New York (Sweetheart soap), 6 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Chrysler Corp., Detroit (motor cars), 25 *sa*, thru J. Stirling Getchell, Detroit.
Challenge Cream & Butter Assn., Los Angeles, 6 *sa* weekly, thru Emil Brisacher & Staff, Los Angeles.
Schuckl & Co., San Francisco (Rancho soup), 6 *sp* weekly, placed direct.
Mutual Citrus Products Co., Anaheim, Cal. (pectin), weekly *t*, thru Charles H. Mayne Co., Los Angeles.
Mutual Citrus Products Co., Anaheim, Cal. (pectin), weekly *sa*, thru Charles H. Mayne Co., Los Angeles.
Arrowhead & Puritas Waters, Los Angeles (bottled water), 35 *sa* weekly, thru McCarty Co., Los Angeles.
Bank of America, San Francisco, 2 *ta* weekly, thru Chas. R. Stuart, San Francisco.
Chocolate Products Co., Chicago (Stillicious Vitamax), 6 *sp* weekly, thru McCord Co., Minneapolis.

KSRO, Santa Rosa, Calif.

Oldsmobile Motor Co., Los Angeles, 12 *sa* weekly, thru Willard S. Wood, Los Angeles.
Thermo Air Conditioning Institute, Los Angeles (air conditioning), 2 weekly *sp*, thru R. H. Alber Co., Los Angeles.
Seven Up Bottling Co., San Francisco (soft drink), 12 *sa* weekly, thru Allied Adv. Agencies, San Francisco.
Hemphill Diesel Schools, Los Angeles, 2 *sp* weekly, thru R. H. Alber Co., Los Angeles.

KFAC, Los Angeles

Los Angeles Brewing Co., Los Angeles (beverages), 28 *sa* weekly, thru Lockwood-Shackelford Adv. Agency, Los Angeles.
Luer Packing Co., Los Angeles (meats), weekly *sp*, thru Morgan & Davis Adv., Los Angeles.

KGFJ, Los Angeles

Davis Vitamin Corp., Hollywood (proprietary), 36 *ta* weekly, thru Rueben H. Donnelly Corp., Los Angeles.
Imperial Mutual Life Ins. Co., Los Angeles, 6 *sp* weekly, thru W. B. Ross & Associates, Los Angeles.

WJSV, Washington

Stanco Inc., New York (Flit), 5 *t* weekly, thru McCann-Erickson, N. Y.
Frigidaire Corp., Dayton, *sa* series, thru Lord & Thomas, Chicago.

CKOC, Hamilton, Ont.

Imperial Tobacco Co., Montreal (Old Virginia), 2 *t* weekly, thru Whitehall Broadcasting Co., Montreal.

KXOK, St. Louis

Gast Breweries, St. Louis, *sa* series, thru Kelly, Stuhlman & Zahrndt, St. Louis.

Radio Advertisers

QUAKER OATS Co., Chicago (Little Colonels), on May 20 started *The Circus* on WGN, Chicago, Sat., 11-12 noon. Signed for 26 weeks the show will be aired from a different theatre each week with regular acts presented by child amateurs. Impromptu contests are held with children from the audience competing in balloon blowing and nail-driving competitions. Ruthrauff & Ryan, Chicago, handles the account.

GLASS CONTAINER ASSN. of America, New York, has placed a daily 125-word announcement series on WRC, Washington, for nine weeks to promote the use of glass milk bottles. Theme of the drive is "see what you buy before you buy it." Courtland D. Ferguson Inc., Baltimore office, placed the campaign. Arthur Booth is account executive.

COCA COLA BOTTLING Co., Milwaukee, sponsors tri-weekly broadcasts on WISN, Milwaukee, by Mickey Heath, player-manager of the Milwaukee Brewers baseball team.

TIP TOP TAILORS, Linden, N. J., has started a twice daily spot campaign on WABY and WOKO, Albany, N. Y.; WBNS and WHKC, Columbus, O.; WEXL, Royal Oak, Mich.; CKLW, Windsor, Ont. The account was placed by Edward Gould, radio account executive of McConnell-Eastman, Toronto.

WINOLA Corp, Toronto (soft drinks) starts a weekly studio program June 2 on CFRB, Toronto, and CKCO, Ottawa. J. J. Gibbons Ltd., Toronto, placed the account.

PRAIRIE AIRWAYS, Moose Jaw, has started a weekly test campaign on CHAB, Moose Jaw, Sask., placed direct.

CHALLENGE CREAM & BUTTER Assn., Los Angeles, (dairy products), new to radio, in a campaign which started May 15, is using six-weekly one-minute transcribed announcements on KNX, KHJ and KLX. Agency is Emil Brisacher & Staff, Los Angeles.

CHOCOLATE PRODUCTS Co., Chicago (Stillicious Vitamix), in a Southern California campaign is using participations six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Contract is for 26 weeks, having started May 15. McCord Co., Minneapolis, has the account.

CADILLAC MOTOR Corp., Los Angeles, division of General Motors Corp., is sponsoring Fulton Lewis Jr., MBS Washington news commentator, on KHJ, Los Angeles, and the Southern section of the Don Lee Network five times weekly.

METRO - GOLDWYN - MAYER FILM Corp., New York, sponsored a total of 100 spot announcements from May 12 to May 18 to advertise the opening of "Goodbye Mr. Chips" at the Astor Theatre, New York, using WMCA, WHN, WNEW and WQXR, New York. Donahue & Coe, New York, placed the account.

AUTOBANX, Los Angeles (real estate loans), out of radio for approximately two years, in a 13-weeks campaign which ends July 30, is using 10 Sunday spot announcements on KHJ, that city, and plans to extend coverage to include other Southern California stations. Agency is R. H. Alber Co., Los Angeles.

SUMMIT HOTEL, Uniontown, Pa., has started a spot announcement series featuring special rates for World's Fair visitors. Agency is W. Earl Bothwell Adv. Agency, Pittsburgh.

WHEN the new Colorado Association of National Manufacturer's Representatives installed officers, Fred Allen (left), sales manager of KLZ, Denver, elected secretary, kept the records while he and Paul Richardson (center) of Wesson Oil & Snowdrift Co., the vice-president, listened to a talk by Paul Werner, Colgate - Palmolive - Peet district sales manager, the association's president.

SMART & FINAL Co., Los Angeles, operating 77 wholesale grocery units in Southern California, and a consistent user of radio, on May 23 started for 13 weeks, sponsoring the thrice-weekly quarter-hour *Miranda's Garden Patch* on KFI, that city. Associated Adv. Agency, Los Angeles, has the account.

CALIFORNIA PINEAPPLE Co., Honolulu, a new firm, will use radio extensively, according to James Riley, promotion manager, who is on a tour of 10 key cities to establish distribution offices and set up advertising budgets.

MANHATTAN SOAP Co., New York (Sweetheart soap), on May 16 started Jack Berch, actor and singer, on WOR, Newark, Tuesdays and Thursdays, 12:15-12:30 p. m. The 13-week series was placed by Franklin Bruck Adv. Corp., New York.

GRUEN WATCH Co., Cincinnati, has extended its 13-week time signal test on WNEW, New York, to 52 weeks, using 36 signals weekly at the quarter-hours of the station's evening *Make Believe Ballroom* program. McCann-Erickson, New York, is agency.

OELWEIN CHEMICAL Co., Oelwein, Ia., has renewed for 39 weeks *Occo Farm News* thrice-weekly on WHO, Des Moines, Goolidge Adv. Co., Des Moines, handles the account.

ED SMITH, advertising manager of General Mills, Minneapolis, and Mix Dancer, account executive of Blackett-Sample-Hummert, that city, were in Hollywood during May to confer with Harry Maizlish, manager of KFWB, on the CBS *Grouch Club* program.

DAVID CRANE, advertising manager of George A. Hormel & Co., Austin, Minn., was in Hollywood during May to check on its CBS program, *It Happened in Hollywood*. With him was Wayne Tiss, radio director of BBDO, Minneapolis.

DURENE ASSN. OF AMERICA, New York, on May 22 started a test campaign for its garments of 2-ply mercerized cotton yarns using three to four spot announcements daily for four weeks on WRC, Washington. Kal Adv. Co., Washington, handles the account.

America's 4th Market

KEHE

780 Kc

Is GOOD Insurance in Los Angeles

Buy Us TOO and INSURE Your RESULTS!

MINIMUM EXTRA COST MAXIMUM EXTRA RESULTS

COLONIAL Steamship Line, which operates between New York and New England, on May 1 started advertising its ship-and-shore cruises to the New York World's Fair using one or two daily spot announcements on WAAB, Boston, WPRO, Providence, and WSAR, Fall River, Mass. Albert Frank-Guenther Law, New York, is agency.

ARROWHEAD LAKE Corp., Los Angeles (summer resort), a seasonal user of radio, is sponsoring a thrice-weekly five-minute news broadcast on KNX, Hollywood; twice-weekly participation in *Art Baker's Note Book* on KFI, Los Angeles; a daily 30-minute recorded program on KIEV, Glendale, Cal., and 36 spot announcements a week on KMTR, Hollywood. Agency is Continental Adv. Service, Los Angeles.

MILLER CEREAL MILLS, Omaha (breakfast foods), has started six spot announcements weekly on KMA, Shenandoah, and WOW, Omaha. Driver & Co., Omaha, handles the account.

CHICAGO, Milwaukee, St. Paul & Pacific Ry., Chicago, is using daily one-minute spot announcements on WOW, Omaha, and KSTP, St. Paul. Roche, Williams and Cunnyngham, Chicago, handles the account.

Met. to Add More

METROPOLITAN LIFE INSURANCE Co., New York, on May 22 added WOL, Washington, to *Edwin C. Hill's* program now heard on WOR, Newark, Mondays through Fridays, 9:15-9:30 p. m. WAAB, Boston, will be added June 5 and the company plans to add more Mutual stations to the program later this month. Young & Rubicam, New York, handles the account.

SALT LAKE CITY

—key city in the intermountain region is off to a good start on its greatest tourist - trade year (thanks to the San Francisco World's Fair) which means cash business for local firms, larger payrolls, increased buying. Talk to Salt Lake residents over the station that has won their preference by its sparkling showmanship . . .

5,000 WATTS day time LOCAL WATTS night

POPULAR STATION . . .

KDYL

The Popular Station SALT LAKE CITY

NBC RED NETWORK

Representative: John Blair & Co.

WSPD

blankets Toledo

Northwestern Ohio

Southern Michigan

★

One Million Listeners

hear the topnotch shows of this NBC Red and Blue outlet

★

The Voice of Toledo is FIRST

in audience acceptance

in program popularity

in merchandising effort

WSPD

5000 watts day

1000 watts night

Represented by John Blair and Company

CFCF
MONTREAL
first
IN
CANADA'S
RICHEST
MARKET

Entertainment: . . . Programming: . . . news and sporting events—these are some of the reasons why CFCF is the *most listened-to* station in Canada's metropolis. That is why, year after year, National advertisers are quick to renew contracts.

CFCF and Short Wave CFCX

owned and operated by

CANADIAN
MARCONI
COMPANY

Representatives:

CANADA

All Canada Radio Facilities

U. S. A.

Weed & Company
NBC Affiliate

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

Agencies

C. A. SNYDER, formerly an executive on the Socony-Vacuum Oil Co. account with J. Stirling Getchell, has been named director of radio of the agency. Robert Reynolds, formerly copy group head on the Socony-Vacuum account, succeeds Mr. Snyder, assisting Frank Griffin, vice-president in charge of the account for the agency.

HARRY KERR, formerly New York radio publicity director of J. Walter Thompson Co., now in Hollywood, is servicing motion picture accounts for the agency. James Bealle heads the agency's Hollywood radio publicity department.

ROBERT COLWELL, script writer of J. Walter Thompson Co., has returned to New York after two months in Hollywood.

HAAN J. TYLER, for four years radio account executive of John H. Dunham Co., on June 1 joins R. W. Webster Agency, Los Angeles.

TOMMY WRIGHT, Hollywood publicist of Young & Rubicam, has been transferred to the agency's New York office for the summer.

ROBERT BREWSTER, Hollywood producer of J. Walter Thompson Co., on the NBC *Kraft Music Hall*, and Jane Witherspoon, will be married in New York June 15.

HOWARD J. PERKINS, formerly in the sales promotion and production department of John B. Rogers Co., Fostoria, O., has joined H. Chas. Sieck, Inc., Los Angeles, as radio account executive.

JOHN C. MORSE, vice-president of Dan B. Miner Co., Los Angeles advertising agency, has been elected president of the Los Angeles Advertising Club. Tracy Moore, NBC Hollywood account executive, was elected second vice-president.

PLOP!

•

Yes—PLOP
your campaign
all over
Montana
by using—

KGIR
BUTTE · MONT.

You get KPFA, Helena, as a bonus station whether "spot" or NBC.

IRWIN A. VLADIMIR, account executive and chief of the foreign division of Maxon Inc., New York, on June 15 will form Irwin Vladimir & Co., an agency to handle both domestic and foreign advertising at 570 Lexington Avenue, New York. Mr. Vladimir was formerly vice-president of Rudolf Moose Adv. Agency and manager of the Trans-Pacific Adv. & Service Bureau in Tokyo. Frank B. Amos, also of Maxon, will join the new organization as vice-president, having been previously with Dorland International, George-Harrison-Phelps and Dodge Bros.

EDDIE HANDLEY, formerly national sales representative of KQW, San Jose, Cal., and KJBS, San Francisco, has opened a radio department for Ryder & Ingram, Oakland agency. At one time, Mr. Handley was connected with KYA, San Francisco, and prior to that operated his own agency in Los Angeles.

CEDRIC W. TARR, for the last year head of Tarr & Miles, Los Angeles agency, has joined Buchanan & Co., Los Angeles, as copy director.

BRUCE FOUCHE, formerly news editor of the CBS publicity department, has joined the New York publicity staff of N. W. Ayer & Son.

NORMAN WARREN, formerly with McCann-Erickson, New York, and previously assistant promotion manager of CBS, has established an advertising agency under his own name at 342 Madison Ave.; telephone: Vanderbilt 6-5354.

JIM LEPPER, of The Gilliams Service, New York, publicity agents, has been placed in charge of the organization's radio division.

SIDNEY P. MORSE, Chicago radio talent and program agent, has moved to larger quarters at 162 N. State St.; phone, State 1728.

LEE SOHN, former sales manager of Harry Latz Service, New York, and Arthur A. Judson, a former associate of Frank Irving Fletcher's advertising agency, have organized Sohn-Judson Adv., an advertising and sales promotion service, at 55 West 42d St., New York; telephone, Longacre 5-1777.

JOHN H. HAWLEY, president of Hawley Adv. Co., New York, will dissolve the agency Sept. 1 to join Young & Rubicam, New York. Mr. Hawley will take with him the welfare advertising of the Metropolitan Life Insurance Co. account, which has been handled by Hawley Adv. since 1922.

SAMUEL G. KRIVIT Co. has moved its New York offices to 280 Madison Ave.

H. W. KASTOR & SONS, has moved its New York office to 9 Rockefeller Plaza.

BECAUSE Carroll Carroll, J. Walter Thompson Co., Hollywood writer of the NBC *Kraft Music Hall*, sponsored by Kraft-Phenix Cheese Corp., made the NBC chimes nationally famous in that program, Don E. Gilman, western division vice-president of the network, presented him with a chromium set. The chimes were inscribed "To Carroll Carroll, the Ding-Dong Daddy of KMH, from NBC." Left to right are Mr. Carroll; Ken Carpenter, announcer, Don Gilman.

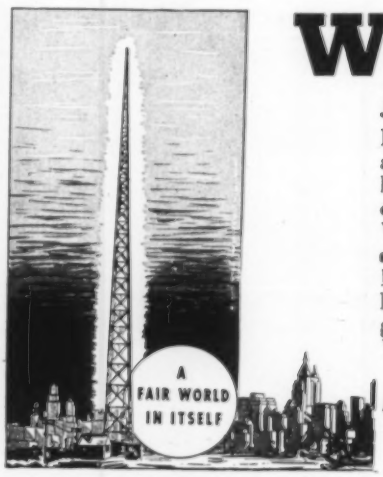
EARL T. RUSSELL, vice-president of National Export Advertising Service, New York, was entertained during a recent Honolulu visit on a world tour, when KGMB, Honolulu, staged an Hawaiian party at the home of Manager Webley Edwards. Talent featured on shows handled by the agency provided entertainment, 5-minute stunts "broadcast" via a portable mike and receiver, including a miniature edition of *Maxwell House Party*, *Heinz Hawaiian Serenade*, *Listerine Question Box* and *Prophylactic Amateur Hour*.

BEN C. FETHERSTON, formerly with the Life Office Management Assn., has joined the media department of Compton Adv., New York.

KARL SCHULLINGER, of the Lord & Thomas New York production staff, is at Catalina Island, Cal., to handle the NBC *Kay Kyser College of Musical Knowledge*, sponsored by American Tobacco Co.

PACIFIC MARKET BUILDERS, Los Angeles, has moved to 530 W. Sixth St., more than doubling its former office space. J. B. Kiefer has been elected vice-president in charge of radio.

PEATTIE, TRAVIS & BEATY is the name of a new advertising agency recently formed in San Francisco, with offices at 519 California St. Partners are Joseph Peattie, formerly advertising manager of the San Francisco Grocers, Jack Travis, commercial artist, and Jack Beaty, formerly freelance radio writer in Hollywood.



WHOM

JOSEPH LANG, *Manager*

New York City's people are one-third foreign born, one-third children of foreign born parents. WHOM is essential to coverage of the New York Market!

Full-time foreign language programs in New York area.

Italian *German*
Polish *Yiddish*

5,000,000 POTENTIAL AUDIENCE

RYDER & INGRAM ADV. Agency, Oakland, Cal., recently opened a radio department, with Eddie Handley, formerly Oakland representative of KYA, in charge.

WILL B. PRESBA, of Presba, Fellers & Presba, Chicago, on June 3 will marry Miss Jean Countryman of Rockford, Ill.

EARL HODGSON, formerly in charge of radio for North Dakota Agricultural College, Fargo, has joined the radio department of Bert S. Gittins Adv., Milwaukee.

BOYNTON HAYWARD, BBDO New York talent scout, was in Hollywood during May.

BEAUMONT & HOHMAN recently moved into larger offices in the Russ Bldg., San Francisco.

WALTER BARUSCH Adv. Agency, San Francisco, recently moved to new quarters in the Golden Gate Bldg., that city.

Reps

ROY F. SHULTS, for 10 years a space buyer of Compton Adv. Inc., New York, has joined the New York office of William G. Rambeau Co., national representatives. In addition to space buying activities with the Compton agency, Mr. Schults organized that agency's spot radio and outdoor advertising departments. For the eight years prior to that, he was with the Thomas Cusack Co. and its successor, General Outdoor Adv. Co., in various capacities, including the national sales department and manager of the Atlanta and Rochester branch offices.

HOWARD M. DODGE, for four years with the advertising department of Curtis Publishing Co., Chicago, has joined the Chicago office of Gene Furgason & Co., national representatives. Prior to 1935, Mr. Dodge was with the Rodney E. Boone Co., newspaper representatives, and before that was an account executive of Hays Macfarland Co., Chicago agency, handling the Majestic radio account. From 1926-1929, he was radio advertising manager of the *Chicago Herald & Examiner*.

THE BRANHAM Co., newspaper and radio representatives, has taken over the national representation of WNOX, Scripps-Howard station at Knoxville.

KOB, Albuquerque, N. M., has dropped its special representation offices in New York and Chicago, and is now being represented by the Katz Agency.

KWOS, Jefferson City, Mo., has appointed Sears & Ayer as national representatives, effective May 15.

INTERNATIONAL Radio Sales has been appointed national representative of WKBB, Dubuque, Ia.

WNBF, Binghamton, N. Y., has appointed John Blair & Co. its national representative, as of May 15.

WYTHE WALKER & Co., Chicago, announces the representation of KOAM, Pittsburg, Kan.

New Pawtucket Hearing

THE once-denied application of Pawtucket Broadcasting Co., for a new regional station in Pawtucket, R. I., was reopened when the FCC May 16 ordered a new hearing. Seeking assignment on 1390 kc. with 1,000 watts unlimited time, the company is controlled by Francis Crook, local auto distributor. The new hearing was ordered to ascertain whether there is a frequency available and whether 1930 kc. will provide adequate service and be consistent with sound allocations.

WHEN the Nehi Corp. opened its new Royal Crown Cola manufacturing and bottling plant at 39 Old Colony Ave., Boston, on May 15, WCOP, Boston, carried a half-hour commercial broadcast covering the ceremonies, attended by several state and civic officials and Nehi executives. Pictured here during the broadcast are (l to r) W. E. Upchurch, vice-president of Nehi Corp. from Columbus, Ga., Gov. Leverett Saltonstall of Massachusetts, and Russell (Farmer Russ) Offhaus, of WCOP.

AGENCY Appointments

RAINIER BREWING Co., San Francisco, to Buchanan & Co., Los Angeles, effective Oct. 1.

WHEATENA Corp., Rahway, N. J., to Compton Adv., N. Y.

AMERICAN RECORD Corp., Bridgeport, Conn., to Ward Wheelock Co., Philadelphia, for Columbia, Brunswick and Vocalion records.

FRAILEY PRODUCTS, Norwalk, Conn. (cosmetics), to Mackay-Spaulding Co., N. Y.

CROSLEY Corp., Cincinnati, to Allen, Heaton & McDonald, Cincinnati, for midget auto.

FIDELIO BREWERY, New York, to Dillingham, Livermore & Durham, N. Y., for McSorley's ale and beer.

L. E. WATERMAN Co., Newark (fountain pens), to Chas. Dallas Reach Co., Newark.

FRANK FEHR BREWING Co., Louisville, to McJunkin Adv. Co., Chicago.

JAY KAY LABORATORIES, San Francisco (cosmetics), to Botsford, Constantine & Gardner, San Francisco.

GROCERY STORE PRODUCTS Co., New York (Foulds' and Golden Age macaroni, etc.), to Chas. W. Hoyt Co., New York.

FLORIDA CITRUS COMMISSION, Lakeland, Fla., re-appoints Arthur Kudner, N. Y.

WALGREEN Co., Chicago (drug chain), to Schwimmer & Scott, Chicago.

NUTRITINE HEALTH PRODUCTS Co., New York (tonic), to Redfield-Johnston, New York. Will use spot campaign late in September.

CBS is disclosed as donor of $10,000 as its 1939 firm gift to the Greater New York Fund, which appeals to business firms and employe groups for funds needed by voluntary health and welfare agencies.

The Northwest's Best Broadcasting Buy

WTCN

AN NBC STATION

MINNEAPOLIS ST. PAUL

Owned and Operated by MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS

FREE & PETERS, INC. — Nat'l. Rep.

FTC Complaints

COMPLAINTS involving allegedly unfair trade practices have been issued by the Federal Trade Commission in the last fortnight against: McKesson & Robbins, Bridgeport, for association of pictures of cinema stars with the slogan "for teeth that shine like the stars", as well as implications about cleansing properties; Gordon-Gordon, Chicago, for seven claims involving its Princess Pat cosmetics; amended complaints against Elizabeth Arden Inc., and Coty Inc., as well as subsidiaries of both concerns. General Foods Corp., New York, has agreed to cease certain claims for its La France soap.

MRS. C. M. PASMORE, wife of C. M. Pasmore, radio executive of MacLaren Adv. Co., Toronto, died in Toronto May 12 after a long illness.

KFEQ

ST. JOSEPH, MO.

"The Midwest Market Station"

ANNOUNCES:—

Two additional hours of nighttime broadcast service to St. Joseph, Missouri's third largest market, and its rich agricultural trade area.

6:00 A.M. to 9:30 P.M. Daily

680 KC

National Representatives

KELLY-SMITH CO.

New York Chicago

Detroit Atlanta

"BRING ON THE CAVIAR, ELMIREY!"

Here in the Red River Valley we're doing very nicely, thank you! Our industrious hayseeds continue to make a good income year after year in this fertile valley. That's what makes Fargo one of the busiest little cities in the country—only 35,000 population, but it is the buying center of more than 1,000,000 prosperous farmers. And when these farmers sit down to listen to their radios, they must listen to station WDAY—there isn't another network station within 190 miles of Fargo! That's why WDAY is the biggest, low cost radio "buy" in the Nation. Won't you write today for the complete story?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Sponsors Angling

A UNIQUE sponsored series tying in with the fishing season was started last month for 13 Saturdays over KFJZ, Fort Worth. A local sporting goods company sends Jack Hurt, the station's sportscaster, out in a boat equipped with shortwave transmitter to interview anglers on Eagle Mountain Lake. A mobile unit on shore picks up the transmissions, relays them to a shortwave receiver at a local church whence they are sent via telephone line to KFJZ. Chief Engineer Ed Starnes, assisted by James Peterson and Buddy Crouse, handle the technical work.

SPORTS

CJOR broadcasts all major sports, with Canada's ace commentator, Leo Nicholson, at the mike.

CJOR

Vancouver, B. C.

National Representatives:

Joseph Hershey McGillvra

Two Plants Being Built By Davis & Schwegler

PLANS to erect record pressing and processing plants in Los Angeles and Cincinnati were announced in Washington May 17 by Kenneth C. Davis, secetary-treasurer of Davis & Schwegler, recently organized firm of musical publishers and transcribers. While in Washington with Henry Hartman, vice-president of the company and former head of the Hartman Furniture Co. of Chicago, Mr. Davis said the Los Angeles plant would be completed by mid-July with the Cincinnati operation to be ready a little later.

While he did not mention costs, Mr. Davis declared both plants would be equipped with pressing apparatus, studios and processing units. They would be capable of producing both 16-inch transcriptions and 10-inch home recordings. The old Paramount Studios at Beverly and Occidental Streets in Los Angeles have been leased, he declared, and an option already has been procured on the site for the Cincinnati plant. Earl C. Carter, former RCA recording engineer, is in charge of construction, he said, adding that the Hollywood plant would be the largest on the Coast.

TWO recently authorized local broadcasting stations have changed their proposed call letters by authority of the FCC. The new station being constructed in Asheville, N. C. by Harold H. Thoms, publisher of the *Asheville Daily News* [BROADCASTING, April 1] will be known as WISE instead of WADN as originally assigned. The new station at St. Petersburg, Fla. [BROADCASTING, April 15] will be called WSTP instead of WBOX.

DEVELOPED after five years' research, Clifford C. McDonald (left), recording supervisor of Don Lee Broadcasting System, plugs in the control board of his newly-perfected constant - speed multiple-drive sound recording system. So precise is the mechanism, it is said, that the drive system is accurate to .1 of 1% on a 1,000-cycle note by meter, insuring almost perfect reproduction of symphonic music.

KEHE Drops Staff Band For Three-Month Period

BY AGREEMENT with the Los Angeles Musicians Union, KEHE, that city, on May 27 discontinued for three months its 8-piece staff orchestra headed by Jack Stanley. The Hearst-owned station is required by the union to spend $20,800 on musicians during its fiscal year which started Feb. 27 and to date has used approximately $8,000 of that amount.

KFI-KECA, Los Angeles, owned and operated by Earle C. Anthony Inc. on May 20 dropped for six weeks its 14-piece staff orchestra headed by Claude Sweeten. It is generally believed in Los Angeles that dropping of the two orchestras at this time was in preparation of Earle C. Anthony taking over KEHE to replace KECA as the NBC-Blue network outlet if FCC permission is granted. Under those conditions several station personnel changes would also be made. Sweeten, it is expected, would be retained as musical director under the new setup and the orchestra enlarged considerably. The Earle C. Anthony proposal to buy KEHE has been before the FCC for some months. If sanctioned, the KECA call letters would replace KEHE's.

WORLD Broadcasting System has recorded a special quarter-hour salute to WSVA, Harrisonburg, Va., including a message of greetings from P. L. Deutsch, WBS president, which the station will broadcast on its fourth anniversary, June 9.

TRANSCRIPTIONS

AMERICAN RECORD Corp., New York, now a subsidiary of CBS, on May 19 moved all executive, sales and advertising offices to new and enlarged quarters at the company's factory, 1473 Barnum Ave., Bridgeport, Conn., only the artists and repertoire departments remaining in New York. In addition to new modern executive offices, the record factory is being renovated and modernized, and new equipment including a material plant has been installed.

TED COLLINS Corp., New York, producing company headed by the manager of Kate Smith, is offering two new transcribed features to radio buyers—*Washington Merry-Go-Round*, with Drew Pearson and Robert S. Allen, as commentators in a quarter-hour series, and *Linda Waring*, a five times weekly dramatization. For fall presentation, the company will offer the dramatic serial, *My Son and I*.

IMPORTANT point to producers of recorded features is raised by the New Zealand National Commercial Broadcasting Service in a communication to BROADCASTING concerning the printing of transcription labels. Explaining that conditions in that country often compel speedy handling of transcriptions by technicians, it is pointed out that in many cases the episode number on the label is in very small type and not always in the same position on two-sided discs. Also the color of the label does not contrast sufficiently with the episode number and other figures, and the title of the feature is often in the smallest type on the label. It is suggested that all labels be standardized, particularly in regard to the placing and prominence of titles, episode numbers and other instructions.

NEW subscribers to NBC's Thesaurus library service are WTMC, Ocala, Fla.; KMED, Medford, Ore.; WRAW, Reading, Pa.

A TEN-MINUTE disc covering fireworks accidents on July 4 is offered stations by the National Society for the Prevention of Blindness, 50 W. 50th St., New York, for use in June or the first few days of July. The program consists of a short interview by Myron Weiss, associate editor of *Time*, with Lewis H. Carris, Society director, followed by a dramatic sketch. The Society urges stations to use spot announcements advising parents to keep fireworks from children.

NEW SUBSCRIBERS to World Library Service are KTRH, Houston; WCSC, Charleston, S. C.; WTOC, Savannah.

STANDARD RADIO announces the following subscribers to its Standard Library: KOWH, Omaha; CFRC, Kingston, Ont.; VONF, St. John's Newfoundland.

PRESS RADIO FEATURES, Chicago, announces the sale of these 15-minute programs to these stations: *Hymn Time With Smilin' Ed McConnell*, WDBJ, Roanoke, Va., and WIS, Columbia, S. C.; *One Girl in a Million*, WSAU, Wausau, Wis.

EARNSHAW-YOUNG, Los Angeles, producers, has announced a summer "package" transcription sale of three serials, *Portraits in Literature*, *Chandu* and *Crazy Quilt*.

FIELDS BROS., Hollywood production unit, has announced that its second series of 78 transcribed episodes of *The Shadow of Fu Manchu* will be distributed direct from its West Coast offices. The first series is being distributed by Radio Attractions, New York. That firm will continue to syndicate the first unit of the transcribed serial.

BAKER DOCTOR CANDLE STICK MAKER

Everybody's Working in SHREVEPORT

Everybody's working in Shreveport. Business is booming. Building permits this year will greatly exceed record breaking 1938. Put KTBS to work for you in this rich, able-to-buy, RECEPTIVE MARKET.

1,000 WATTS KTBS NBC

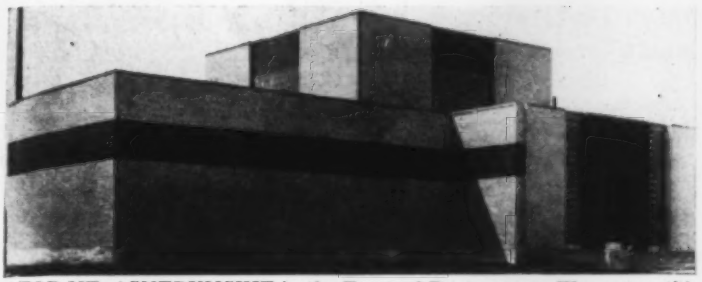
SHREVEPORT LOUISIANA

Represented by THE BRANHAM CO.

ASSOCIATED RECORDED PROGRAM SERVICE

Quality Programs for Commercial and Sustaining Uses.

25 West 45th Street New York City



ATOP MT. ASNEBUMSKIT in the Town of Paxton, near Worcester, this transmitter building for the $200,000 Armstrong frequency modulation experiments of the Yankee Network has just been completed. To get the widest possible horizon for the ultra-shortwave transmissions, the site is 1,400 feet above sea level. The radiator, immediately behind the building, is a 400-foot guyed mast with a four-bay turnstile array.

Yankee Frequency Modulation

(Continued from Page 19)

mitter of C. R. Runyon, in Yonkers, operating on 110,000 kc., that he authorized the project which is now nearing completion on Asnebumskit Hill.

Under date of Sunday, May 14, Henry M. Lane, engineer and technical radio editor of the *Boston Post* stated in an article about W1XOJ, referring to the relay transmitter W1XOK:

"We have listened to this signal in and near Boston and in Paxton. The tone fidelity of the reception is the finest we have heard on any radio reception. What is more striking at the moment, the reception is absolutely quiet with no sign of static, tube noise or transmitter carrier noise. This applies whether listening nearby or at considerable distance from the transmitter.

"It is expected, then, that this new system of broadcasting will provide the listener with greatly improved fidelity. The tests on the 250-watt transmitter at Boston, which include measurement from the microphone terminals to the loudspeaker terminals of the receiver, are said to be flat within two decibels from 30 to 17,000 cycles per second with no measureable harmonic distortion. The loss is but 7 db. at 30,000 cycles per second. This is approaching nature herself when it comes to reproducible audible sounds.

"The system includes a unique method of signal amplitude control which, to use more familiar language, is an improved automatic volume control. There is no fading of the frequency modulated signal. It is not disturbed by noise fields from electrical machines. No amplitude changes affect the receiver output. It responds only to changes in frequency.

"Listening to the reception one is particularly impressed by the quiet background. The system will reproduce silence. This lends materially to the naturalness of reproduced sound. Everything from full orchestra volume to a pin-drop can be heard."

deMars Is Enthusiastic

"The quality of performance achieved with relay station W1XOK and broadcast station W1XOJ," Mr. deMars stated to BROADCASTING, "does not result simply from the use of a system of frequency modulation. The transmitting equipment of these stations was designed by Maj. Armstrong and Mr. Runyon, who from years of experimentation and development have reduced to engineering practice the wide band system of frequency modulation invented by Armstrong.

"Their achievement has created a new standard of performance for the broadcast art. The transmitters and speech input equipment of both stations were manufactured by the Radio Engineering Laboratories, New York. The equipment sets new standards of quality of materials, workmanship, accessibility and efficiency from microphone to antenna. Both transmitters use Eimac tubes in the final stages. These tubes perform with an efficiency power output and length of life not exceeded by power tubes at the medium frequencies."

Rand-McNally Survey Confirms

The Rand McNally survey of Trading Areas recently completed by Dr. Harry R. Tosdal, Professor of Marketing at the Graduate School of Business Administration of Harvard University confirms the findings made by St. Louis KWK surveys last summer. Dr. Tosdal defined the contour by county lines of the St. Louis Basic Trading Area as almost identical to the outline of the "St. Louis Zone of Radio Influence" previously defined by KWK. In the St. Louis Zone of Radio Influence there are potential retail sales of $393,650,000 (news papers please copy) and KWK sponsors directly influence 90% of these sales. St. Louis KWK is represented nationally by the Paul H. Raymer Company.

Pd. Adv.

KFRU

●

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

●

HORSE RACING
Latest Sport to Be Sponsored By General Mills

SMASHING precedent, General Mills (Wheaties) recently signed with WOW, Omaha, to sponsor daily broadcasts during the season of the Ak-Sar-Ben meet in Omaha, May 27 to July 4. With racing broadcasts heretofore rejected by General Mills as being possibly "unsavory", this is the first parimutuel race meet bought by the company. The Ak-Sar-Ben meet is reputed to be the only one in America operated for civic purposes, proceeds going to aid 4-H Club work and Nebraska county fairs.

The contract calls for a half-hour broadcast of feature races daily, and a quarter-hour commentary by Harvey Foster each night during the season. Pedometers will be given as merchandise premiums to promote the series. Visiting grocers will sit as guests in the WOW broadcasting box at the track each day, according to present plans.

Institute Using 11

UTILITIES Engineering Institute, Chicago, on May 21 started a Sunday afternon show on WGN, that city, featuring Jimmy Evans, All-American football player of Northwestern U., in *Evans' Sports Oddities*, 2:30-2:45 p.m. (CDST). The sponsor has also started a varying series of from one to three weekly quarter-hour transcriptions called *Music for Men* on WLW KHQ KEX KOL KRSC WFIL WMMN KGVO KIT CJOC. First United Broadcasters, Chicago, is agency.

Absorb the Sound

DISTRIBUTING tickets through the Board of Education, CBS is inviting 500 New York City high school students every Wednesday afternoon to observe Raymond Paige's 100-piece symphony orchestra in rehearsal at Columbia's Radio Theater No. 1, 242 W. 45th St. in preparation for the *99 Men and a Girl* program. Not only orchestral music technique but production and engineering methods are demonstrated. The students in turn prove of acoustical advantage in that they fill the auditorium and serve as a sound-absorbing body whereas an empty hall might be too resonant.

WWNC

ASHEVILLE, N. C.

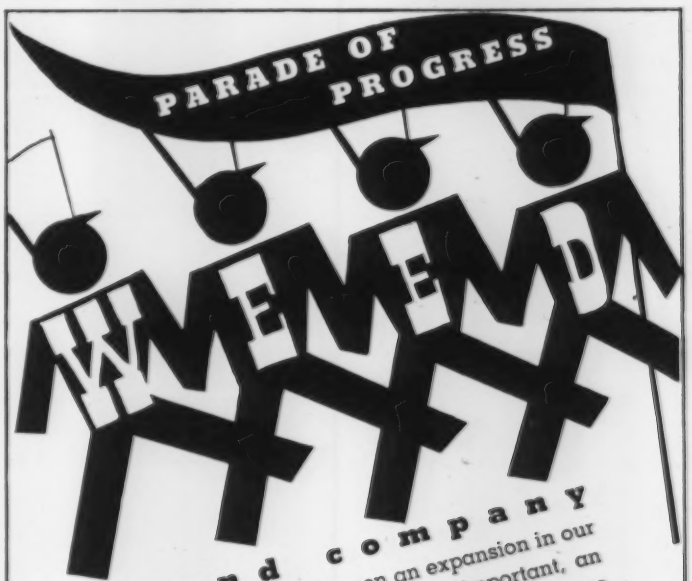
Full Time CBS Affiliate

1,000 Watts

●

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"



Each year has seen an expansion in our Organization, and, more important, an increase in business for the Stations we represent. This Parade of Progress is due to EXPERIENCE that produces

RESULTS THAT COUNT!

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Radio Station Representatives

KRIC

Beaumont, Texas

CAN

MOW 'EM DOWN

and

RAKE 'EM IN

Ask

KELLY-SMITH

Debate Ends FCC Inquiry

(*Continued from Page 25*)

carry the frequency, would be the first and the most serious entrance into the whole field of Government censorship of programs."

Mr. Thompson, an Alabama newspaper publisher, denied any censorship implications, declaring that "censorship is a restriction that prevents a person from expressing an opinion." He said there was nothing in his suggestion beyond "control of the licensee in that a violation may have arisen during a period of time that he had assigned or sold." Having lost responsibility over that time, the station would be the wrong party cited if the program came from the network, he said.

Sitting at the counsel table while Mr. Sarnoff answered questions posed by Mr. Dempsey and committee members, were P. J. Hennessey Jr., NBC Washington counsel who has handled the NBC appearances all through the inquiry, and A. L. Ashby, NBC vice-president and general counsel.

Testifying briefly May 18, Marks Levine, manager of the concert division of NBC Artists Service, was questioned by Mr. Dempsey as a substitute witness for George Engles, NBC vice-president and managing director of its Artists Service, who because of illness also had been excused from cross-examination during his appearance in the early stages of the inquiry last fall. The proceedings concluded May 19 with the introduction by DeQuincy V. Sutton, FCC head accountant, of a series of financial exhibits on station and network operations prepared by the FCC accounting department.

Explains Non-Profit Stations on NBC Networks

With William J. Dempsey, FCC general counsel, leading the cross-examination, Mr. Sarnoff began by briefly outlining the organization of the RCA parent corporation before launching into matters involving network operation. Referring to previous testimony of William S. Hedges, NBC vice-president in charge of station relations, and Roy C. Witmer, vice-president in charge of sales, Mr. Dempsey asked it it were true, as their testimony indicated, that NBC as a practical matter did not link stations from whom no financial benefits could be expected by the network. Mr. Sarnoff declared that facilities have been extended in several instances without profit to the network simply to furnish "a rounded national service", even when it meant taking a loss from a few affiliated stations.

From the listeners' standpoint, competition between networks is desirable, Mr. Sarnoff continued, because by competing for listener interest the networks constantly strive for greater excellence of programs. Since revenue follows the listeners, this competition amounts to going after the listeners' attention and the advertiser's dollar at the same time, he added.

Asked about competition between NBC's Red and Blue networks, the RCA executive said that although certain NBC departments were available for the common use of both Red and Blue, yielding an economic advantage over their operation as separate entities, there was still "internal striving and competition" for business between the two. Each has its separate sales organization, he pointed out, and each has a sales head who is responsible for individual sales efforts and records. If it were not for this organization within NBC, the Blue probably could not afford to carry such sustaining features as Toscanini, he declared, adding that the whole NBC setup is designed to operate with the objective of an improvement of public service. The public service element in broadcasting is helped rather than hindered by common ownership, he declared, and as for RCA, it is not so much interested in owning two networks as in advancing the radio industry.

With competition boiling down to a question of who is to gain the listeners' attention, Mr. Sarnoff commented that "the whole business of selling network time involves not only available time on your own network, but also competitive hours on every other network and station—the advertiser wants to know about 'opposite hours'." Practically speaking, the network not only furnishes a nationwide advertising medium, but also acts as agent in selling time to clients, he added.

Key Station Ownership And Exclusivity Defended

Network ownership of key stations furnishes a measure of stability which insures continuous operation, Mr. Sarnoff said. Were it not for the assurance of time resulting from this ownership and "reasonably long term" contracts, a national network constantly would face the possibility of being deprived of certain facilities vital to its continuing operation, he said. He pointed out that although a network might have 120 or 150 affiliates, loss of only a few in the key points could so cripple its operation that it might be forced out of business.

Queried by Mr. Dempsey about "reasonably long term" contracts, Mr. Sarnoff said that five years would be "reasonable" if key stations were owned by the network, whereas if it owned no stations the "reasonable term" would be "as long as you can get" in order to create stability of organization.

As a potential threat to network stability, the length of the license period stands before the possible loss of a station affiliation, Mr. Sarnoff said, since "in one case it means losing a leg or an arm and in the other losing your head." Commenting further, he pointed out that although a station might give up its affiliation with one network to join another, so long as it held its license and continued operating it was still possible to win it back, while in the case where a station lost its license, it was completely lost to all networks.

Required Sustaining Programs Called Unwise

Mr. Sarnoff emphasized his view that exclusive provisions in network contracts are a necessity and that they promote greater public service. "My opinion with respect to the exclusive limitation in contracts is that it is in the interest of the listener, that it is in the interest of public service, and that it is the basis of the American system of network broadcasting," he declared. "There is no complaint that I know about, coming from the public, on the ground of that provision; there is no complaint that is coming, so far as I know, from the stations affiliated with the networks. There may be some individual instances, but by and large the testimony has supported that provision. It has been supported by these independent broadcasting stations.

"Obviously, if a network spent

HERE'S WHY THE *Fairchild Recorder* PACES THE INDUSTRY...!

1. The *F-26-2 Recorder itself* provides simply for variation of pitch and direction of cut. You don't need expensive feed screws.

2. Objectionable motor vibration is eliminated because the Fairchild F-26-2 Recorder has a *floating motor mount.*

3. You merely push a button to change *instantly* from 33⅓ r.p.m. to 78 r.p.m. and you get split-second timing at either speed.

4. The 16" cast-iron turntable is dynamically balanced and is driven by a synchronous motor through a worm and gear.

5. The Fairchild Standard, "No compromise with quality" guides us always in making precision instruments. Our job is not done until *you* get maximum results....

"...it had to satisfy Fairchild first"

FAIRCHILD

Sound Equipment Division

AERIAL CAMERA CORPORATION

88-06 Van Wyck Boulevard, Jamaica, L. I. N. Y.

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES,

Has Just Rounded Out the Busiest Season in Its Thirteen Years of Existence. Advertisers Would Be Well Advised to Make Their Summer Bookings AT ONCE.

U. S. Representatives:

WEED & COMPANY,

350 Madison Ave.,

New York City

FACSIMILE AT THE FAIR is being offered on a daily 3 p. m. schedule by KSD and the *St. Louis Post-Dispatch* in cooperation with RCA. A "radio edition" like the one which the newspaper has been broadcasting daily since last Dec. 7 [BROADCASTING, Dec. 15, 1938] emanates from a special transmitter in the Missouri Bldg. at the New York World's Fair and is received in sets in the building and elsewhere on the grounds. Copy is prepared and set in type in St. Louis and mailed daily to New York, including three pages of news, a page of editorials, a cartoon by Fitzpatrick, a page of sports news and two pages of pictures—in all, eight four-column pages, 8½ x 12 inches. Meanwhile, in St. Louis, nine pages are broadcast over W9XYZ on 31.6 mc. from 2 to 4:15 p. m. daily.

money, as we are doing, to develop the popularity of an individual broadcasting station in some territory; if we gave them sustaining programs and they attracted a listening audience and built up circulation, and then some other organization came along that did none of these things, but just had a commercial program, and asked that station to take their program and put behind it the goodwill and the circulation and the pioneering that had been done by whoever built that station up—of course that somebody would have a temporary advantage, but American broadcasting would have a loss.

"I think there would be great confusion [over eliminating the exclusive provision]; that there would be a demoralization of the whole system of network broadcasting; that it would be a grab-as-grab-can and catch-as-catch-can. Every fellow would go out and try to make any kind of commercial arrangement he could, and I think there would be a diminution of sustaining programs. There would be no incentive on the part of the major networks to build up the position of their local stations."

Any requirement in the contract that affiliates carry certain sustaining programs would be unwise, Mr. Sarnoff commented, since the whole network operation is based on voluntary affiliation. Such a requirement would introduce "an element of compulsion" not in keeping with the spirit of the association. He pointed out that NBC recently released voluntarily for local programs a 7 to 7:30 p. m. period, which had previously been included in network optioned hours, at a cost of "millions of dollars of revenue" to itself.

Although no license should be revoked purely on the basis of poor programs, so long as they do not offend good taste, a licensee probably would be driven out of business if he broadcast poor programs since he would lose both listeners and revenue and would have no reason for remaining on the air, Mr. Sarnoff commented. With the visioned developments, there would be less necessity for regulation than today in everything except the physical aspects, he added.

Commissioner Gives Views On Extent of Regulation

Commissioner Thompson took up the questioning at this point, alluding to Mr. Sarnoff's references to future developments from the standpoint of networks and his statement that he had no objection to control of the airwaves by the Government, but did object to governmental control of programs. Commissioner Thompson directed his questions at the prospective increasing control of broadcasting in the hands of a few private individuals and Mr. Sarnoff's allusions to "censorship."

"In the last analysis, the element of intent in the construction of a radio station is an insignificant factor in the license to operate a radio station. The real essence of a radio license is the control of a frequency," Mr. Thompson began. "Now that frequency appears at the present moment to belong to the people of the United States or the people of the world. I judge from your statement that you felt that those who may hold licenses should have complete freedom without any Government interference whatever rather than any supervisory control by the Government of those frequencies. Is that correct?"

"No, sir," Mr. Sarnoff answered. "I have said that I believe that in the present state of the art, and even in the future of the art as I have tried to envision it here, it was perfectly proper and necessary that the Government should have the control and the regulation and the allocation of these frequencies to these various services. Where I would like for the Government to stop is in any effort to control the programs which go over these frequencies. Now, whereas you say that the real importance of a station is the frequency, perhaps you will permit me to say that the real importance of a station is the program, because a frequency without a program has no value."

Commissioner Gives Views On Network Licensing

Continuing the discussion, Commissioner Thompson went into the proposition of licensing networks. He said:

"At the present moment I think there must be considered this fact, that where a corporation, partnership or individual is licensed to operate a station and is assigned a frequency, and in a very short time — and it is common now to large proportions — that licensee makes an assignment of time to a network, in some cases 100% of the time, and thus, we find that consideration for the granting of that license, which takes in many

Have you seen— "WONDER OVER KANSAS CITY"— A comprehensive analysis of coverage and listener response. A copy is yours for the asking.

Radio Station KITE
KANSAS CITY, MISSOURI
1000 WATTS · 1530 KILOCYCLES
D. E. "PLUG" KENDRICK · L. L. "JAKE" JAQUIER

WSYR
Lowest Cost per Listener ,, Both RED & Blue NBC shows
SYRACUSE

THE WONDER KITCHEN
a low cost participation program that offers all these features

- Reaches over 500,000 housewives in the Cincinnati area.
- Demonstrates your product to a daily live audience of more than 150 women.
- Combines culinary instruction with entertainment and gossip.
- Enables you to obtain a cross-section of consumer reaction through meeting with selected groups.

WSAI
CINCINNATI'S OWN STATION
Call or write WSAI or any International Radio Sales Office

JUST around the corner from the new N.A.B. Headquarters on K Street. In the center of busy Washington.

Air Conditioned

BEDROOMS - RESTAURANTS
LOBBIES
During the Summer Months

The MAYFLOWER

Connecticut Avenue at L Street
WASHINGTON, D. C.

R. L. POLLIO, Manager

aspects of local interest as well as national interest, the licensee has been placed in the position where he, in some cases, cannot conform to the conditions upon which a license is granted without asking the permission of some official of the network. We thus come not to one individual or a small group of individuals, but to several small groups where through this assignment of time the actual control of that station is transferred to other than the licensee."

Thompson Approves Stand on Censorship

Following further colloquy [see page 25] Mr. Thompson read into the record a recent statement made by Chairman McNinch that he was "unalterably opposed to Government censorship of radio in any shape, form or manner". Mr. Thompson said he was in full accord with this statement and believed it represented the views of the other Commission members.

Referring to his testimony of last fall, in which he advocated a voluntary study of program problems by the industry itself, Mr. Sarnoff recalled the activities of the NAB in following up his suggestion by revising its 1935 program code. If the industry can agree on a set of fundamental standards below which program quality will not fall, it will be a great benefit to the broadcasting industry as a whole, he declared, observing that stations operating with higher program standards turn out to be the best business propositions in the long run. Persuasion, suggestion and education, he suggested, are means of enforcing the revised standards, although he flatly opposed any form of compulsion. Any effort to improve public service is merely good business and ultimately is translatable into profits, said Mr. Sarnoff.

ALARM CLOCKS galore keep listeners of WKRC, Cincinnati, informed of the time, ringing at frequent intervals on the 6:30-7 a.m. *Minute Man* program conducted by Merwyn Love. The programs, heard daily except Sunday, are sponsored by Fifth Third Union Trust Co.

In the aggregate the primary purpose of the code would be threefold, Mr. Sarnoff declared: To establish a higher grade of consistent public service; to minimize the possibility of the Government imposing codes that would lead to censorship; to secure greater financial return by satisfying more listeners. In outlining these points he emphasized the importance of keeping the undertaking on a purely voluntary basis, with no compulsion and no censorship powers vested in any over-all person or group.

Says Program Licensing Is Tantamount to Censorship

Questioned further concerning a Government-written program code, Mr. Sarnoff declared a program code in the statute would hamper free speech and would be the primary step in reducing the status of American broadcasting to that of the Government-controlled broadcasting of Europe. The freedom of speech principles of the Constitution are not altered by the fact that opinions in one case come off a printing press and in the other from a microphone, he said. No "referee" could enforce any program code arbitrarily, he added, "unless he was the U. S. Government".

As Commissioner Thompson once more resumed his discussion of licensing networks, Mr. Sarnoff said:

"If you are going to license the organization which creates and produces the program in addition to, or as distinguished from, the physical agency which sends out that frequency, you are introducing a new philosophy into the licensing structure of the United States. What you are then saying in effect is that you are going to license the program creating agency which may be doing nothing but creating programs. To carry that analogy further you ought to be licensing the artist bureau; the advertising agency which makes these programs; the program department. You ought really to be licensing the individual who uses that frequency at the time that he uses it.

"I recognize, of course, that that is not your intention, but I do say that the minute you give to the licensing authority the power to regulate the program-creating agency, you are regulating the entertainment field and the educational field and the news field and the picture field. You are not merely regulating a radio frequency emanating from a radio transmitter.

"The minute you have that character of regulation in your hands and you have the power . . . there then resides in the hands of the regulating body almost unlimited power to license everything from the beginning to the end. The minute a Government regulating body has the legal authority to regulate every step of operation, then it has in fact the power of censorship because censorship must not be mistaken as limited to the blue pencil. There is censorship before the speech and there is censorship after the speech, and you can regulate in a dozen different ways which would make the station operator subject to the most rigorous type of Government censorship."

Marks Levine Tells of Artists Service Options

Appearing briefly at the May 18 session, Marks Levine, manager of the concert division of NBC Artists Service, testified under cross-examination by Mr. Dempsey that the Artists Service grants options on concert artists on a "business before" basis and that there is no general option arrangement *per se* between CBS' Community Concerts Corp. and NBC's Civic Concerts Service. With option arrangements varying from town to town, each treated as a separate situation, Mr. Levine said that ordinarily a former purchaser would be offered an option on a certain artist's services before it was offered to another purchaser in the same city. Mr. Levine substituted for George Engles, NBC vice-president in charge of the NBC Artists Service, who presented direct testimony in the early stages of the inquiry last fall.

Concluding testimony, as the Inquiry Committee adjourned subject to call on May 19, was presented by DeQuincy V. Sutton, FCC head accountant, in the form of 13 tabulations covering 1938 figures on aggregate network and independent station operations.

FULLTIME operation of WSNJ, Bridgetown, N. J., 100-watt daytime station, has been authorized by the FCC in proposed findings subject to routine approval. It will operate with 250 watts day and 100 nights on the same frequency, 1210 kc.

HIGHLIGHTS

on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives
U. S. A.—WEED & CO.
Canada: ALL CANADA RADIO FACILITIES, LTD.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Radio AND Education

TO ASSIST the administrator who is considering the introduction of a radio series for classroom use, the educational broadcast experiences of six representative cities have been gathered together in a single volume *Local Broadcasts in Schools* [University of Chicago Press, $2], edited by Dr. Irvin Stewart, former member of the FCC and now director of the Committee on Scientific Aids to Learning of the National Research Council. The book presents suggestions and observations from experience encountered in educational broadcasting in six selected cities—Detroit, Cleveland, Rochester, Akron, Portland, Ore., Alameda, Cal.

TRANSCRIPTIONS of *Hail, Minnesota*, weekly historical series broadcast on WCCO, Minneapolis, by high school students directed by Max Karl, station's educational director, are being cut by WCCO and furnished to a dozen high schools for use in connection with the history curriculum. If the trial being made this spring proves successful, the station will extend its service to include other of its educational features in the fall.

A. MURRAY DYER, script writer for CBS' *American School of the Air*, will conduct a workshop course in educational script writing at the Progressive Education Assn. summer institute in Bronxville, N. Y. Other CBS representatives who will participate in the summer radio institute are Sterling Fisher, director of education and radio talks, and Leon Levine, assistant director.

AL BLAND, chief of the *Safety Patrol* of WKRC, Cincinnati, has announced continuation of patrol broadcasts throughout the summer by picking up programs from representative Cincinnati playgrounds. Winter and spring broadcasts in the series originated in WKRC studios in cooperation with the Board of Education and individual schools. With the close of school June 16 Bland will visit a different playground each Friday afternoon and record a half-hour broadcast of patrol activities to be broadcast the following Saturday morning. WKRC has enrolled more than 75,000 members in its safety group.

WITH the school vacation season at hand, WHMA, Anniston, Ala., has started a daily *Child Safety* campaign to acquaint youngsters with the proper precautions for summer play. Daily safety talks are made by various school and civic officials, and WHMA is distributing safety booklets to more than 2,000 students. Prizes are to be awarded youngsters for the best answers to "safety quiz" questions.

DRAMATIZATIONS of events in American history, followed by round table discussions, have been started on KXOK, St. Louis, as part of the program of the Young Citizens Day movement, recently inaugurated in St. Louis public and parochial high schools. The KXOK series is required listening for all members of the group. The movement is directed by an executive board headed by Mayor Bernard Dickmann and Dr. Henry J. Gerling, board of education supervisor.

GRADUATES of Chicago's 330 elementary schools totaling 20,780 students will hear Superintendent of Schools Johnson June 22 as he broadcasts the graduation exercises on WJJD, Chicago. Each school is equipped with a radio receiving set.

GIRLS are almost as enthusiastic as boys about the *Lone Ranger* serial, according to a survey recently completed by parochial school teachers in the fourth, fifth and sixth grades of six Catholic schools in Baltimore. Eighty-five per cent of the boys and 84% of the girls in those grades were found to listen to the program regularly.

FAMOUS SPEECHES
Recorded By Indiana Schools via Line From WBOW

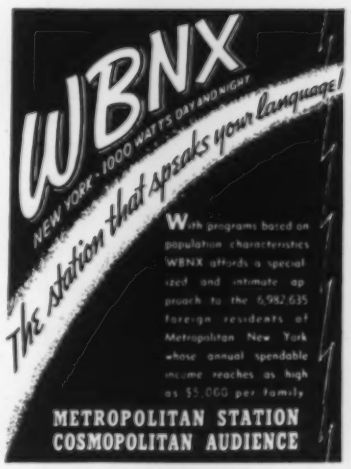
AN ARRANGEMENT between WBOW, Terre Haute, and the Indiana State Teachers College is creating a new recording libary of historically important speeches for distribution to Indiana schools. Dr. Clarence Morgan, college radio director, and members of the history faculty cooperate in choosing such speeches as Chamberlain's on the Munich pact, Hitler's to the Reichstag, the Duke of Windsor's appeal for peace, King George's speech on arriving at Quebec, and speeches by American statesmen.

The station's NBC wire has been piped into the recording studios at the college in order to eliminate static or distortion. Master discs are made, from which duplicates will be taken for distribution and transcription in the history classroom along with study of the event. Indiana teachers are enthusiastic over the idea. They believe that much more meaning is given to history if momentous speeches and events can be reproduced in the classroom.

Music Scholarship Plan Is Announced by WLW

TWELVE tuition scholarships at the College of Music of Cincinnati are offered music students between 18 and 25 in a *Scholarship Auditions* plan conducted by WLW, Cincinnati, the College and MBS stations all over the country. Throughout the United States the MBS stations will hold local eliminations during June, with winners qualifying for final competition required to mail a recording of specified selections to WLW by July 15. Judging is to be completed by Aug. 10.

Students may enter the auditions by writing local MBS stations, which will choose five entrants for the final competition. Entry requirements stipulate that the student be a graduate of a public high school or accredited private school. Each contestant in the local auditions must perform two numbers, one of his own choosing, and a second standard number selected for the instrument he plays. Details are announced on broadcasts of the College of Music orchestra and soloists, heard on MBS Wednesdays at 8 p.m. (EST).


WBNX
NEW YORK - 1000 WATTS DAY AND NIGHT
The Station that speaks your language!
With programs based on population characteristics WBNX affords a specialized and intimate approach to the 6,982,635 foreign residents of Metropolitan New York whose annual spendable income reaches as high as $5,000 per family
METROPOLITAN STATION
COSMOPOLITAN AUDIENCE

All Functions of WBNS Performed by Students

WBNS, Columbus, on May 19 turned over its facilities to 23 Ohio State U. students who for the whole day announced, wrote, produced and sold time along with the regular staff. The students, participating in the second annual "Ohio State Day" at WBNS, were in the radio classes of Donald W. Riley at the University.

The affair was planned by Jerome R. Reeves, of the WBNS publicity and promotion department, and Irwin A. Johnson, director of developmental programs. All members of the station staff were pressed into service as consultants. Arriving at the station, each student was given a list of 25 questions dealing with the various phases of commercial broadcasting. The list was designed to help the students organize their discoveries from experience, and at the end of the day they answered the questions during a special broadcast at 10:30 p. m.

During the morning and afternoon, in addition to regularly assigned duties in the various departments of the station, forums were held on merchandising and promotion, program building, sales and education. The entire operation of the station was made available to the students.

ORSON WELLES, director of the CBS *Campbell Playhouse*, has been named as recipient of the first "Achievement Award" of the Essex County (N. J.) Symphony Society.

Relays MBS Programs

W1XAL, non-commercial international shortwave station of the World Wide Broadcasting Foundation at Boston, has entered into an arrangement with Mutual Network whereby it picks up MBS programs from 10 a. m. to 12 noon on Tuesdays and Thursdays and the MBS Monday night *Pageant of Melody* program for relay to Europe and South America. W1XAL thus adds 4 hours, 45 minutes to its weekly schedule which will be maintained until August when it shuts down while a new transmitter is erected. Headed by Walter Lemmon, of the Radiotype division of International Business Machines Corp., World Wide last year secured a $100,000 Rockefeller grant.

PICK A PULLER!

Only pullers pay! You know that. But did you know that WAIR is unquestionably one of the most powerful pullers in the entire radio field? It's a fact!

WAIR

Winston-Salem, North Carolina
National Representatives
Sears & Ayer

DO YOU KNOW?

—THAT THE OLDEST NATIONAL FLAG IS THE DANISH?

—THAT WPTF IS THE LARGEST N.B.C. STATION, IN THE BIGGEST RADIO STATE ON THE SOUTH ATLANTIC SEABOARD?

WPTF RALEIGH, N.C.
5,000 WATTS-CLEAR CHANNEL
FREE & PETERS, INC., NAT'L REPRESENTATIVES

SAGE Sayings about Maine's Oldest Station

There Are ONE MILLION REASONS Why YOU SHOULD ADVERTISE ON WABI DURING THE SUMMER MONTHS.

Maine's population increases by one million during the summer. Summer real estate owned by non-residents is valued at $110,000,000. In 1938 non-residents spent $2,000,000 in improving and building summer property.

Bangor, Maine
WABI
COLUMBIA BROADCASTING SYSTEM
Rep: Gene Furgason & Co.

Sponsors, Agencies Are Urged by NBC To Cooperate in Television Experiments

AN INVITATION to advertisers and advertising agencies to cooperate with NBC in the experimental production of commercial television programs was given by E. P. H. James, sales promotion manager of NBC, in a talk on television at a luncheon meeting of the Sales Executives Club of New York May 16. Pointing out that the FCC at this time will not permit the sale of television time to sponsors, Mr. James said there is no ban on experimental work in anticipation of the time when telecast advertising will be permitted and that NBC will be glad to telecast without charge experimental advertising programs prepared by advertisers and agencies, the latter to stand only the special costs of producing the programs.

"NBC," he said, "does not take the attitude that television is something which we are going to hatch while it is still in the egg form and then suddenly produce a little bird all ready to fly. We are inviting and have invited advertisers and advertising agencies to participate with us in the development and in the birth of this new medium. We are equipped already to answer a great many practical questions because nearly four years ago we engaged two men whose job was to watch television from its commercial standpoint, to build up files of information about it, to study it carefully, to be prepared with answers to the questions that advertisers would probably ask, to examine those products that looked as if they might be televisible and to study those industries that seemed most likely to benefit from this new medium.

"That has been done. Files have been built. The information is available and we hope to be able to give advertisers some guidance in working out with us the physical problem. It is true that at present all of the 20-odd stations licensed to broadcast television programs are on experimental licenses. It is also true that the FCC has not authorized any commercial sale of television.

The Early Bird

"However, that does not mean that advertisers cannot participate with us so long as there is no payment or reimbursement made to us for televising your material. We cannot—and no licensee can, nor would he want to—permit the use of our television facilities as an inducement to go on the air with a sound broadcast. It is not possible to plug a television show on the air or a radio show on a television program. Those restrictions are understandable, but under them it is possible for us to work with advertisers in producing more and better programs.

"Public interest will be the watchword of television. But we believe that a commercial type of program that is in good taste, that does not lay it on too thick, and that is entertaining, can be used in television so long as no payments are involved. And that covers both live programs and films."

Answering the question why an advertiser should bother about television now, when there is such a limited audience, Mr. James pointed out that more sets are being sold daily, that each set has an audience of all the owner's friends and that the novelty of the medium makes it an intense audience. The early user of television, he said, will gain both in experience and in the prestige that comes from being first in any new field.

"Besides that," he continued, "the development of this new medium will bring up so many new problems that we think advertisers will do better to work with us in solving them than to wait for us to solve them and tell them how we did it."

Herb Hollister Meets Prince

DURING the trans-continental tour of Crown Prince Olav and Crown Princess Martha of Norway, KROC, Rochester, Minn., and KANS, Wichita, carried special pickups of the royal couple's appearances in their communities. On May 8 KROC broadcast a scheduled address by Prince Olav from Rochester's Soldiers Field at 2:50 p.m. during ceremonies there, following it immediately with the NBC pickup of the Duke of Windsor's speech from Verdun, thus bringing its listeners two speeches by royalty in a period of less than 30 minutes.

As the royal party moved westward, Herb Hollister, manager of KANS, arranged a five-minute interview with the couple as they paused briefly in Newton, Kan., the next day. The interview was recorded, and the transcription will be preserved for future use at the time of the Prince's accession to the Norwegian throne, according to Mr. Hollister. The Princess' brief "thank you" remarks marked her second appearance at a microphone in the United States. During the interview, Mr. Hollister became probably the first American broadcaster to shake hands with the royal couple.

Cautious on Television

(*Continued from Page 33*)

in the RMA standards "this high cost factor" as compared to regular broadcast receivers. In view of the rapidity of technical development, the Committee said it is perhaps fortunate that the initial cost of television receivers is relatively high because insofar as numbers of the public are concerned any changes or radical developments in transmission may be accomplished without inconvenience to large portions of the public.

Finally, in dealing with interference, the Committee said one of the problems which must be faced in development of television as a practical service is the effect of electrical interference from home devices, X-ray, diathermy machines, automobile ignition and similar contrivances. Under certain conditions these devices may have the effect of blurring or blotting out the received pictures. Declaring that insufficient information has been accumulated regarding the practical effects of this type of interference in actual service, the Committee said until television has operated as a practical service to a greater extent than at present "it seems premature for the Commission to fix rigidly any requirements for transmitter performance which might have the implication of permanence."

DENYING its request for 1,000 watts, the FCC has authorized WICA, Ashtabula, O., 250-watt daytime station on 940 kc., to increase its power to 500 watts.

flying high

YOU'RE "flying high". That's what our Advertisers say when you broadcast "The Triumphant Trio Way"—
ITALIAN, JEWISH, POLISH.
So right NOW, our foreign language field is a "bird" of a market for you to start your *Summer Sales* soaring!

ITALIAN JEWISH POLISH

WPEN PHILA. 1000 WATTS
WM. PENN BROADCASTING CO.

LANG-WORTH planned programs
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave. New York

Equipment

KVAN, Vancouver, Wash., new station recently authorized by the FCC and scheduled to start operating July 15, has purchased complete Gates transmitting and speech input equipment, including 20-B console, 27-C limiting amplifier and remote amplifiers. Gates American Co., Quincy, Ill., also reports that KFXJ, Grand Junction, Colo., has purchased a 250-A transmitter complete with limiting amplifier and speech equipment and expects to be in operation with this equipment in late August. Speech input equipment has also been ordered by CMK, Havana, and La Emisoro Atlantico, Baranquilla, Colombia.

RCA MFG. Co. announces a new portable measuring instrument for use in surveying the service range of television and other stations operating in the 20-125 m.c. band called the Ultra-High Frequency Field Intensity Meter, it provides accurate indications of signal strength, and automatic records can be made with suitable attachments. In addition, data are provided on the amount of noise which might interfere with television pictures.

STANDARD-VOX Ltd., Quebec, Canada, new transcription concern, has equipped its studios with two complete master wax recording machines; a master sound recording channel and amplifier manufactured by Universal Microphone Co., Inglewood, Cal.

SOLAR MFG. Corp., New York, has issued a bulletin covering complete specifications on television condensers, said to be the first published standards by any condenser company covering television types.

PRECISION APPARATUS Corp., Brooklyn, has expanded its facilities for the second time in a year, moving both the executive offices and factory to 647 Kent Ave.

UNIVERSAL Microphone Co., Inglewood, Cal., announces that as of June 1 all microphones manufactured by it have been licensed by Western Electric, ERPI and A. T. & T. Contractual agreement is a retroactive one and covers the organization's microphone activities from the date of its establishment 11 years ago, according to James R. Fouch, president of Universal.

E. F. JOHNSON Co., Waseca, Minn. has purchased only the socket contact division of Centralab, Milwaukee, and not the entire business as stated in the May 15 issue of BROADCASTING.

THE former NBC Hollywood publicity building on Melrose Ave. has been taken over by RKO Radio Pictures to house two film production units. Structure at one time was also occupied by the Hollywood radio division of J. Walter Thompson Co.

CBC Building Plans

PLANS for the Canadian Broadcasting Corp.'s two $800,000 studio buildings at Montreal and Toronto are progressing, according to Dr. Augustin Frigon, CBC assistant general manager, in charge of the buildings. The City of Montreal has given the CBC a 100,000-sq. ft. site opposite a new park on Ontario St. Final plans for the Montreal building have not yet been adopted. Only preliminary sketches have been made for the Toronto building, site for which was bought some months ago. Date for the actual construction has not yet been set and will depend on the completion of a financing plan, to be adopted at the summer meeting of the board of governors.

Return of Duplex Right Asked by Amateur Group

THIS country's 51,000 amateur radio operators, through their national association, the American Radio Relay League at Hartford, have requested the FCC to permit them to use "duplex", or simultaneous two-way contacts on amateur frequencies above 112 mc. After a conference with Commission officials in Washington, K. B. Warner, ARRL managing secretary, reported the FCC looked with favor on the proposal. Mr. Warner pointed out that amateurs spontaneously gave up this right a year ago to relieve the interference situation, but that on frequencies above 112 mc. the interference was not so strong as to require the rule. The new regulation would allow each station to keep his "carrier" on the air at all times, thus providing as rapid-fire conversation as in a telephone circuit. The action, Mr. Warner stated, was the result of a request of the League's board of directors at its meeting in San Francisco May 5-6.

RCA Picture Device

A NEW SYSTEM of transoceanic radio picture transmission said to permit much greater detail and to triple transmission speed has been put into operation by RCA Communications. Technical details are not available, but it is understood the system entails shifting frequencies in relation to the density of the pictures, maintaining a constant modulation and thus practically eliminating fading. Instead of transmitting pictures in a series of dashes, the light and shade values now come over as a continuous electrical wave, says RCA's announcement, which adds that the new system "is regarded by technicians as the biggest step forward in the art of overseas radio facsimile since RCA achieved the transatlantic reception of the first crude image in 1923."

WLS Facsimile

WLS, Chicago, printed the first facsimile edition of the *Prairie Farmer* May 19 in a demonstration before the Chicago chapter of the Institute of Radio Engineers. Supervised by Harold Vance of RCA Mfg. Co., the edition was sent by wire from the Engineers' Bldg. to the RCA transmitter atop the Civic Opera Bldg. and picked up again at the Engineers' Bldg.

• Regardless of the source—all sound is delicate to a telephone engineer. The fine nuances of speech, the timbre of music, the realism of sound-effects—*all* must be considered in transmission over the network circuits.

The Bell Telephone System supplies special circuits, the most modern equipment and trained supervision to guard delicate sound on network programs.

And, continuously, telephone engineers are at work to improve today's service, anticipate tomorrow's needs, and help increase the public's enjoyment of radio.

Don Lee's Video Work

DON LEE Broadcasting System, Los Angeles, is making changes in its television transmitter, W6XAO, having started the work on May 19. The major change involves a switch from 300 to 441 line transmission. The work will take at least 30 days and during that time all live telecasting has been discontinued. Films will continue to be projected thrice weekly for one hour. When work on the live talent pick-up equipment has been completed, technicians will begin installation of 441-line projectors for motion picture film. W6XAO is the only television station on the West Coast.

THEY'RE TUNING IN WATL IN ATLANTA
IT'S A HABIT
Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship.
WATL
ATLANTA

Censorship Seen in Ruling

(*Continued from page 13*)

ing it to classify radio stations and to "prescribe the nature of the service to be rendered by each class of licensed stations and each station within any class." In other words, the contention is that despite the non-censorship provision, which prohibits the Commission from censoring or interfering with free speech, it can prescribe service even down to the point of licensing particular stations to broadcast only particular types of programs, if it so desires.

It is regarded as a foregone conclusion that there will be a test of the new rules in this light. The test may come on the renewal of the license of one of the 14 international stations already licensed [BROADCASTING, May 15] or through possible revocation proceedings. It is also possible that the Commission will be petitioned to reopen the matter, since there was no hearing on the change in rule. The rule was promulgated May 23 to become effective immediately.

Minimum Power

In addition to the specifications covering commercial program service, the rules provide that all stations in the international field shall use a power of not less than 50,000 watts, this provision to become effective by July 1, 1940. Of the 14 stations licensed, only two—General Electric's W2XAF, Schenectady, with 100,000 watts, and Crosley's W8XAL, Cincinnati, with a construction permit for 50,000 watts—now meet the requirement. Additional grants in this field are not contemplated and it is entirely possible several of the existing licenses either will be transferred or dropped in view of the new requirements. The technical specifications also require the use of directive antennas to deliver maximum signals to the country or countries for which the service is destined.

The provocative section not only would place within the FCC the power to determine what reflects the "culture of this country" but also what programs may be judged as acceptable internationally. This is construed as a definite encroachment on program policy matters specifically reserved to the licensee under the law. Commercial continuities, it is specified, shall give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service advertised. Such limitations, it is felt, compound the censorship since the Commission is not authorized to prescribe advertising limitations beyond those specifically covered in the law, such as profane, indecent or obscene utterances, lotteries and the like.

Text of New Rules

The section (42.03) which has precipitated the new censorship furor reads as follows:

(a) A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international goodwill, understanding and cooperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service.

(b) Such international broadcast service may include commercial or sponsored programs provided that.

1. Commercial program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction advertised.

2. In case of advertising a commodity, the commodity is regularly sold or is being promoted for sale on the open market in the foreign country or countries to which the program is directed in accordance with subsection (c) of this section.

3. In case of advertising an American utility or service to prospective tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries where they reside and to which the program is directed in accordance with subsection (c) of this section.

4. In case of advertising an international attraction (such as a world fair, resort, spa, etc.) to prospective tourists or visitors to the United States, the oral continuity concerning such attraction is consistent with the purpose and intent of this section.

5. In case of any other type of advertising, such advertising is directed to the foreign country or countries and to which the program is directed in accordance with subsection (c) of this section and is consistent with the purpose and intent of this section.

Directive Antennas

(c) The areas or zones established to be served by international broadcast stations are the foreign countries of the world, and directive antennas shall be employed to direct the signals to specific countries. The antenna shall be so designed and operated that the signal (field intensity) toward the specific foreign country or countries served shall be at least 3.16 times the average effective signal from the station (power gain of 10).

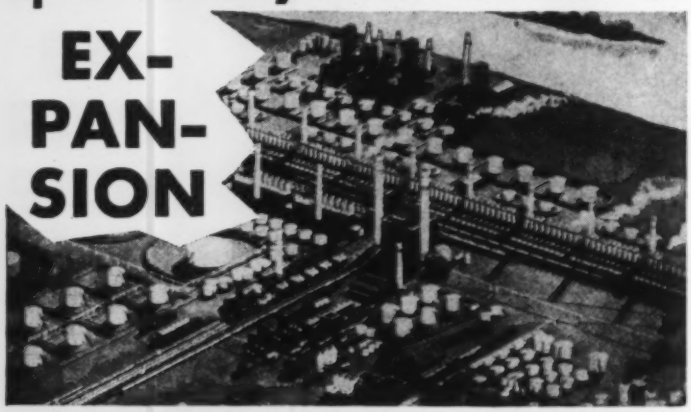
(d) An international broadcast station may transmit the program of a standard broadcast station or network system provided the conditions in subsection (b) of this section in regard to any commercial continuities are observed and when station identifications are made, only the call letter designation of the international station is given on its assigned frequency, and provided further that in the case of chain broadcasting, the program is not carried simultaneously by another international station (except another station owned by the same licensee operated on a frequency in a different group to obtain continuity of signal service), the signals from which are directed to the same foreign country or countries.

(e) Station identification, program announcements, and oral continuity shall be made with international significance (language particularly) which is designed for the foreign country or countries for which the service is primarily intended.

Antrol Picks List

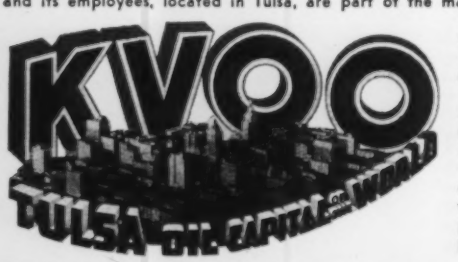
ANTROL LABORATORIES Inc., Los Angeles (insecticides), in a two-month campaign which started May 29 is using thrice-weekly participation in programs on WTAM WJR WCAU WGN WHAM WJZ. Firm is also using thrice-weekly participation in *Marjorie Mills* on the New England network of seven stations. In addition from three to eight spot announcements weekly are being used on WHO WOKO WHN and KOIL. It is planned to use a group of western stations later in the season. Agency is J. Walter Thompson Co., Hollywood.

$800,000.00 EX-PAN-SION



WORLD'S LARGEST REFINERY
operating exclusively on Mid-Continent Crude further enhances Oil Capital property!

Mid-Continent Petroleum Corporation (Diamond D-X) is further increasing its mammoth Tulsa refinery, to serve its 8,000 stations in 17 states! This huge plant and its employees, located in Tulsa, are part of the market within 75 miles radius of the Oil Capital, where lie 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! *Cover Oklahoma's Greatest Market with KVOO, Oklahoma's Most Powerful Station!* 25,000 watts. Both N.B.C. Networks.



Edward Petry and Company, National Representatives.

ARE YOU STYMIED IN CALLABOOSE (KENTUCKY)?

We rather think you're not worried about sales in this small Kentucky town, but if you are, we cain't help you out a bit! WAVE covers only the Louisville Trading Area—the 43 counties that contain 200% more income-tax payers than all the rest of Kentucky combined—people who buy more than twice as much as the rest of the state. WAVE covers *this* area at the lowest possible cost. Won't you write for the complete story—today? . . . An N. B. C. Outlet.

National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

FOREIGN SERVICE EXPANDED BY CBS

SPECIALIZING heretofore in shortwave broadcasts to Latin America, CBS on May 15 added French, German and Italian news broadcasts to the schedules of W2XE, its 10,000-watt international shortwave station at Wayne, N. J. The occasion was the second anniversary of W2XE, which started two years ago with a staff of two—Elizabeth Ann Tucker, director of shortwave programs, and Alberto Zalamea, Spanish news broadcaster.

Today the staff numbers 17, with Ursula Flynn and Aida Diaz, English and Spanish assistants; John Hundley and Clarence Schimmel, producers; Alberto Zalamea, Lugo Romero, Carmen Castelo, Nicholas Pedroso and Adriano Rubio, Spanish news; Luiz Correa, Portuguese news, engineers and others.

A half-hour of French, German and Italian news is now being carried each weekday, 5-5:30 p.m., (EDST), 10 minutes being allotted to each. French news is handled by Henry de Liew, German by Field Horine and Italian by Mario Cappeli. These augment the daily news in Spanish and Portuguese.

Baker Heads GE Radio

GENERAL ELECTRIC Co. has established a new department, consolidating for the first time all radio, television and related activities in headquarters at Bridgeport, Conn. Dr. W. R. G. Baker, chairman of the GE radio management committee, under whose supervision WGY, KOA and KGO were designed, has been named manager. The new unit will be shown as the Radio & Television Dept. Mr. Baker recently has been engaged with Major E. H. Armstrong in the development of his system of frequency modulation transmission, and GE will produce the special shortwave receivers this service [see page 19] will receive Radio and television receiver sales of the company remain under Perry F. Hadlock.

UNITED PRESS has established an office in the Press Building at the New York World's Fair as a headquarters for the UP news staff at the exposition and as a lounge and office for visiting broadcasters and publishers it serves. Merrill Compton of UP's Ohio division is in charge. UP is feeding to the office its full news service.

Ruling Is Rapped

(*Continued from page 13*)

disapproval, will be certain to give the impression abroad that any program which it does permit will have the Government's positive approval.

"If a speaker on such a broadcast, for example, though he has no official standing, attacks the policies of Japan in the Orient, the Japanese Government may want to learn from ours whether it considers this attack likely to 'promote international good-will.' If it were the announced policy of our Government to allow the utmost practicable freedom of speech in international broadcasts, it would not assume responsibility for what was said. Nothing whatever should be done to encourage the impression that our private international broadcasting stations will be used as an instrument to reflect our Government's foreign policy."

Herald-Tribune Warns

The *New York Herald-Tribune* of May 25 said that "if the order be taken literally it can be construed as authorizing strict Government supervision—which means censorship—over any local station whose programs may be heard outside of the United States." Declaring this in itself is reason enough to question the soundness of the ruling, the newspaper said it is quite obvious it could be so used to enable direct Government interference in program making and broadcasting anywhere within the country.

Raising the question as to what the FCC had in mind, the *Herald-Tribune* asked whether, because the Commission had failed in other ways do more than frighten stations into compliance by threat of license revocation, it "now hopes to exercise direct control of the air in the good name of 'the culture of this country'." The editorial concluded:

"In time of war some sort of close regulation of what goes out over the air—especially to foreign nations—would probably be unavoidable. But, despite all the President's fears, we are not yet at war, and there is no need for supervision of programs by government agents so that they will surely reflect the 'culture of the country.' German broadcasts for foreign consumption are closely directed by the government—for government ends. This is probably efficient.

"But however desirable it may be to have an efficient American propaganda abroad to counteract German and other foreign propaganda, this is not—and should not be—a government function, either through the creation of an official government broadcasting station or through government control of broadcasting programs which may be overheard abroad, in the name of 'culture of the country'. Such control is the entering wedge of the sort of regulation which spells censorship, and descent to totalitarianism has begun."

PHILCO announces that its new 1940 radio line, including its first television receivers, will be disclosed at a national convention at French Lick, Ind., June 5-8.

In Omaha
KOIL
is now a
BASIC
COLUMBIA
STATION

"Plus" Services

Maybe we're a little naive, but WNOX still believes in giving you "MORE FOR YOUR MONEY." You, our advertisers, receive the additional benefits of these "plus" services: a daily column in our affiliated newspaper, the KNOXVILLE NEWS-SENTINEL . . . strategically located billboards . . . movie trailers in Knoxville's leading theatres . . . use of taxicab tire covers for promotion . . . dealer calls which aren't just routine . . . direct mail which is read . . . merchandise displays in street level windows of the WNOX studios located on Knoxville's main street . . . and many other services to fit the account.

WNOX 1010 KILOCYCLES CBS AFFILIATE
5000 WATTS DAY—1000 WATTS NITE
KNOXVILLE, TENNESSEE
Represented by
THE BRANHAM CO.

NEWS FOR SALE

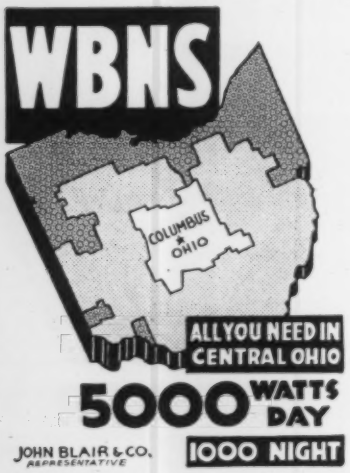
Available
UNITED PRESS
NEWS
over
KFBB
effective
JUNE 1

NEWS PERIODS AVAILABLE FOR SPONSORSHIP
7:30 AM; 10:15 AM; 10:45 PM
News Broadcasts over KFBB will reach listeners from 12 to 24 hours earlier than any daily paper in the State. KFBB News will create sales for you.

KFBB
Great Falls
MONTANA
CBS
5000 W. Day · 1000 W. Night

Cathode Love

JUMPING on the television bandwagon, Bess and Bill Greenwald, owners of KWBG, Hutchinson, Kan., have written one of the newest romantic ditties, "My Television Romance." The piece was plugged on the air for the first time by Rubinoff during a broadcast April 29, the same day RCA dedicated its television exhibit at the New York World's Fair. The Greenwalds intend to have their new composition published.



Studio Notes

CHARLES WORCESTER, newly-appointed farm director of WNAX, Yankton, S. D., has organized an announcers' school to instruct WNAX announcers in the terms used in market reports of the station. A recent survey of the Bureau of Agricultural Economics indicated farmers wanted more authoritative market reports and grain quotations by better informed announcers with a definite knowledge of farm facts.

SHERIFF for a day was Russ Winnie, *Sidewalk Reporter* of WTMJ, Milwaukee, when he recently took his daily program, sponsored by Schaaf Sausage Co., to Winneconne, Wis., 125 miles away, for the annual White Bass Festival. Winnie was given a big star badge by the real sheriff during his vox pop program.

WFMD, Frederick, Md., has installed studios and offices in Westminster, Md., and has planned an origination schedule increasing from the present two hours weekly from the new studios.

MBS will broadcast the ceremonies dedicating the new Knute Rockne Memorial field house at Notre Dame U. June 3 with Arch Ward, sports Editor of the *Chicago Tribune*, as m.c.

WTAR, Norfolk, and WRTD, Richmond, both owned by the *Norfolk Ledger-Dispatch* and *Virginian-Pilot* and the *Richmond Times-Dispatch* interests, have announced joint rates. WRTD is offered at 20% added to the net cost of WTAR time.

KTSA, San Antonio, is offering gratis to any and all newspapers within its service area a column, "KTSA News Review", summarizing the major national and international stories of the week. About 25 papers are carrying it.

TAIL-WAGGING, to all appearances, is here being studied by Henry Putnam as he covers the Hawaii Kennel Club's obedience test for Honolulu dogs on the front lawn at the studios of KGMB, Honolulu, as a part of the station's Be-Kind-to-Animals Week activities. Four pure-bred dogs went through their paces, and Putnam and Bill Livesay covered the events and interviewed the dogs' owners. With portable mikes, they accompanied the trainers, picking up the various commands and reporting the dogs' response. For younger dog-lovers, whose pets couldn't qualify for membership in the Kennel Club, KGMB conducted a contest to find out from young owners why "I think my dog is the best dog in town" in 50 words or less. A case of Pard dog food went to the winner, with runners-up receiving a harness and leash.

WHO, Des Moines, has issued Rate Card No. 11, including changes affecting only daytime announcements, musical clock programs between 7 and 8:30 a.m. and quantity discounts for a year. All orders received before Oct. 1, 1939, entitle advertisers to rates now in effect until Jan. 1, 1940. After Oct. 1, Rate Card No. 11 will be in effect for all new sponsors.

KATHRYN SNODGRASS, the "Jane Porter" of KMOX, St. Louis, and Charley Stookey, KMOX farm editor, recently toured the St. Louis region meeting listeners, Miss Snodgrass accompanying the mobile unit of the *KMOX Magic Kitchen* as part of the Ford Motor Co.'s caravan, and Editor Stookey visiting the shops of the country editors he quotes in his *News of Our Neighbors* feature of the 90-minute morning *Country Journal* program.

WMAS, Springfield, Mass., gave its listeners a lesson in the practical application of psychology when it installed microphones in a local theater to pick up direct from the sound track the text of a film with a psychological background and then carried a discussion of the show between Springfield College students and their psychology professor. The broadcast was handled by F. Turner Cooke, WMAS program director.

WHEN WDZ, Tuscola, Ill., went to 1000 watts daytime May 14, its first broadcast under increased power was a quarter-hour transcription made in the studios of WLW, Cincinnati, by "Lazy Jim" Day, WDZ alumnus, and other members of WLW's *Boone County Jamboree*. Clair Hull, WDZ general manager, discovered "Lazy Jim" in an amateur contest and developed him on that station.

FOLLOWING a successful Better Homes Exhibit, presented during Better Homes Week, May 1-6, KGVO, Missoula, Mont., has been asked to promote the Parade of Progress of Montana's Golden Jubilee Celebration in Missoula, July 1-4. The Parade of Progress will be a merchandise exhibit following the theme of 50 years of progress, with national advertisers already indicating their intention of arranging displays for the event. KGVO is offering a combination of radio advertising with the display. The Golden Jubilee Celebration is sponsored by the Junior Chamber of Commerce and other local organizations, who asked KGVO to take charge of the Parade of Progress feature.

SUCCEEDING the *Safety Cruiser* program which won the annual C. I. T. Safety Plaque, WGAR, Cleveland in cooperation with the Cleveland Police Department is presenting a new safety program, *What's the Law?*. Announcer Wayne Mack and an officer of the Accident Prevention Squad cruise in the WGAR mobile unit, hold informal vox pops, with safety as the subject. Persons answering questions correctly receive theater passes.

TEXAS State Department of Safety has issued special "radio cards" to staff announcers and publicity department of KGKO, Fort Worth. Cards show members' finger prints and extend privileges of the press to KGKO holders.

TELE-PLAY PRODUCTIONS Inc., 202 N. Canon Drive, Beverly Hills, Cal., has been organized to produce commercial programs for telecasting. Organizers are Robert Loewi, of the William Morris Agency radio department, son of Mortimer W. Loewi, vice-president and board chairman of Allen B. DuMont Laboratories; Ashmead Scott, Hollywood freelance writer-producer; Walt Schuman, composer, and Robert Longnecker, CBS producer. The group plans to produce three dramatic shows on film. First is to be based on "Melancholy Mood", a song composed by Schuman with lyrics by Victor Knight.

HEADED by Manager Bernard Howe, WCOU, Lewiston, Me., has formed a ping-pong team. Other members are Bert Cote, Elden Shute Jr. and Guy Ladouceur.

WLS, Chicago, sent a unit of its *National Barn Dance* to Winnipeg the week of May 19 to help welcome England's King and Queen. WLS officials invited the cast of the *Yawa Patrol* of CJRC, Winnipeg, Man., to make a guest appearance with the *Barn Dance* troupe.

TO GAIN practical experience, 32 high school students recently took over KHBC, Hilo, Hawaii, for two days, doing various jobs assigned them in all departments of the station by Earl Nielsen, station manager. Only the regular licensed technicians stuck to their posts during the student invasion. May 8 was designated Boys' Day, and May 9 Girls' Day.

WHBL, Sheboygan, Wis., cooperating with the Junior Assn. of Commerce, recently held a *Rural Youth Day* in which 2,700 rural school children were brought into Sheboygan, taken to a movie, and served lunch in the high school before touring the WHBL studios. Success was so great that the function will be made an annual event on the first Saturday of May, according to WHBL.

STORIES on criminology and case histories of jail inmates are heard on *The First Offender* programs, a new series on MBS broadcast Mondays 9-9:30 p. m.

WRITING in the *High School Journal* for May, Eunice E. Kneece, director of radio activities for the public schools of Greensboro, N. C., gave a comprehensive outline of the growth of local school broadcast activities through cooperation with WBIG, Greensboro, owned and operated by Maj. Edney Ridge.

*17,967 listeners asked for a Talent Folder? Where? *WMT, of course!*

Last year, we received hundreds of letters asking what Toby and Susie look like—how many there are in Les Hartman's German Band—what makes the Cedar Valley Hillbillies go 'round—and so on.

So in January we printed a folder picturing a number of the WMT gang.

For seven days the folder was plugged three times a day. That's a total of 21 plugs. And the response? 17,967 requests piled into the station. 13,715 were from Iowa, 1,547 from Illinois, 1,419 from Wisconsin and 1,021 from Minnesota. That gives you an idea of the concentration WMT gives you in Eastern Iowa, Western Illinois, Southwestern Wisconsin and Southern Minnesota.

And the interest in WMT and WMT programming.

Being the only station in Eastern Iowa with 5,000 watts day and 1,000 watts night, power, plus a frequency of 600 k.c., WMT is the "of course" station when you're selling the middle west.

** And, of course you can buy WMT in combination with WNAX and KSO or KRNT at an exceptionally low rate.*

WNAX YANKTON, S.D. • 570 Kilocycles • CBS
5000 WATTS L.S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY
Key to a 5-STATE, $900,000,000 MARKET in the MIDWEST

"A Blind Spot" for All Outside Stations—
IF you want to Cover Rich
Central Pennsylvania
You *MUST* Use
WFBG
Altoona • Pa.

TO BUILD good will between business men and the city's two radio stations, KMO, Tacoma, recently conducted a Radio Day at a Tacoma Chamber of Commerce luncheon, with representatives of both stations participating. Larry Huesby, KMO special events announcer officiated, and Carl E. Haymond, president of KMO, Mr. and Mrs. Earl Irwin, heads of KVI, and Jim Wallace, chief engineer of KVI, spoke at the meeting, each covering a different phase of the industry.

DUE to a growing demand for speakers and lecturers on current topics, NBC Artists Service has re-entered the lecture field with the inauguration of a speakers division under the direction of Sam L. Ross, who will continue to handle the Artists Service local stations activities in addition to his new assignment.

WLS ARTISTS Inc., Hollywood office has booked the *Texas Rangers* of KMBC, Kansas City, to appear in a forthcoming movie with Patsy Montana, WLS singing cowgirl, to be filmed by Republic.

WINS, New York, which recently began broadcasting the weekly Sunday talks of Father Coughlin, discontinued the broadcasts on May 28 after carrying only two. The station declined to make any official statement on its action.

WNYC, New York's municipal station, has a legal right to broadcast programs at communion breakfasts of departmental Holy Name Societies, according to a ruling made May 23 in the Supreme Court by Justice Shientag, in dismissing the suit brought by Joseph Lewis, head of the New York League for the Separation of Church and State, against Mayor F. H. LaGuardia and Edward M. Markham, former Commissioner of Public Works. Justice Shientag held that the broadcasts were chiefly speeches by prominent Catholics and non-Catholics and were of public interest on a par with any other public function of city employees.

WBNX, New York, has subscribed to INS news and plans to carry five-minute English newscasts morning and evening, with supplementary bulletins and special foreign language broadcasts.

WPTF, Raleigh, last month set up microphones in a strawberry shed at Wallace, N. C., leading strawberry market, to broadcast part of the annual strawberry festival held there. Bill Hussey, auctioneer, presented what was probably the first "strawberry auction jargon" ever heard on the radio. Wesley Wallace, assistant program director of WPTF, was in charge of production.

COVERING Indianapolis Speedway activities, WIRE, Indianapolis, began to broadcast daily *Behind the Scenes* programs from the track May 15. Morris Hicks, sports announcer, handled two shows daily the week of May 22, and on Memorial Day he, Bill Brosch and Dick Reed originating periodic broadcasts of the race for MBS.

Covering a Fire

DURING the $4,000,000 grain elevator fire on Chicago's Southside May 11, WBBM ran its mobile unit near the blaze for interviews and descriptions aired on CBS by WBBM's Stan Thompson, Art Mercier and Ken Ellington. NBC's mobile unit was also on hand for two network broadcasts from the fire. En route to the fire NBC's crew got lost from its police escort and Engineer Harold Jackson successfully imitated a siren and cleared all traffic. Norman Barry, NBC announcer, was knocked down by a fire hose and the roof of NBC's mobile unit caught fire from flying sparks.

FEATURING an extemporaneously concocted story, built around an anecdote given at the beginning of the program, by writers summering at the Summer Colony for Writers, near Denver, *Writers' Round Table* started recently on KLZ, Denver. Howard Chamberlain, KLZ production head, produces the weekly program.

WNYC, New York's municipal station, on May 23 started rebroadcasting via transcriptions the entire *Americans All—Immigrants All* series, recently concluded on CBS. WNYC is rebroadcasting the series Tuesdays, 8-8:30 p. m., as a service to listeners who may have missed some or all of the episodes enacted.

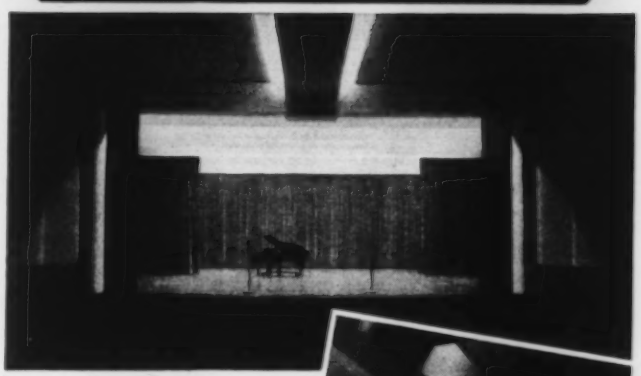
A MURRAY DYER, script writer for the CBS *American School of the Air*, will conduct a workshop course in educational script writing at the Progressive Education Assn. summer institute in Bronxville, N. Y. Three of Dyer's scripts have won citations in recent weeks.

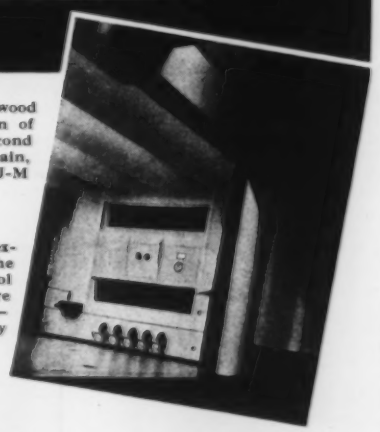
AN EXPERIMENT in musical education has just been completed by CKGB, Timmons, Ont., which offered prizes for essays on music and composers studied on its weekly music appreciation program conducted by the local public school music supervisor. The programs will be continued next year.

WWL, New Orleans, plans to present scrolls to those who broadcast on the station. The scroll will contain the name of the broadcaster and bear the signature of Vincent F. Callahan, general manager.

NEWS broadcasts on regular daily schedules in five tongues are carried over WHOM, Jersey City. John Feistal translates the INS reports into German, Edward Witanowski into Polish, Israel Lutsky into Yiddish, Capt. Pietro Garofalo into Italian and Edward Alvarez into Spanish.

Here's how
NBC ASSURES HIGH FIDELITY
in their new
HOLLYWOOD RADIO CITY





STUDIO "D," NBC's Hollywood Radio City, is an exact twin of Studio A. These two, the second largest studios in the NBC chain, are efficiently quieted with J-M Materials.

• • •

CONTROL-ROOM acoustics exactly duplicate those in the studio. Here, J-M Sound-Control Methods and Materials assure perfect listening conditions—proper monitoring of every broadcast.

Working with J-M Sound-Control Methods and Materials, NBC Engineers have assured perfect acoustical conditions, better broadcast quality throughout the station

IN NBC's new Hollywood Radio City, as in hundreds of other stations from coast to coast, J-M Sound-Control Materials form exactly the right acoustical background. Reverberation and distortion in studios are eliminated, high and low frequency sounds completely controlled. Reproduction of every type of program is always of high-fidelity quality.

If you have a sound-control problem in new or existing studios, a J-M Acoustical Engineer will gladly help you work out the most efficient, economical solution. For details on this helpful service and on J-M Sound-Control Materials, write Johns-Manville, 22 East 40th Street, New York, N. Y.

JM JOHNS-MANVILLE
SOUND-CONTROL MATERIALS AND
ACOUSTICAL-ENGINEERING SERVICE

WBAL
means business
in Baltimore

Tums Tests New Idea

LEWIS-HOWE Medicine Co., St. Louis (Tums), on May 23 started a test show on WMAQ, Chicago, titled *Quicksilver* and featuring Ransom Sherman and Bob Brown in a series of interviews from busy gathering spots in Chicago. The announcers hold a hat full of silver dollars and every interviewee gets a dollar whether or not he answers a riddle correctly. The Tuesday evening show replaces *Vocal Varieties* on WMAQ, but that show continues from Chicago on 22 NBC-Red stations. H. W. Kastor & Sons Adv. Co., Chicago, is agency.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

1,548,109 people are within WDRC's good listening area. These people, who listen regularly to WDRC, have money to spend! Increase your sales by reaching this potent market over WDRC!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

Talent Unions Vie For Video Control

DECISION as to which talent union will be awarded jurisdiction over television by the Associated Actors & Artistes of America, parent union of all AFL talent organizations, will not be made until June 7 at the earliest. At the request of the Screen Actors Guild and the American Federation of Radio Artists, both of whom feel that they have inherent interests in this new field of entertainment, and with the consent of Actors Equity Assn., which claims sole rights over actors employed for television broadcasts, the subject was tabled for two weeks at the May 24 meeting of the AAAA executive council.

Reporting on television jurisdiction at the annual meeting of Actors' Equity May 26, Philip Loeb told the members that the AAAA executive board had confirmed Equity's jurisdiction over this new entertainment field but had referred the administration of it to the committee on reconstruction of the AAAA organization, which is now attempting to work out a single-card arrangement by which an actor can work in any entertainment field without the necessity of joining another union.

Equity's claim that television properly falls under its control, as outlined by an Equity executive to BROADCASTING, is based on the fact that when the AAAA granted it a charter in 1919 it was given jurisdiction over all entertainment except vaudeville, burlesque and certain foreign language actors' groups. Television was not specifically mentioned because such a thing had not even been thought of by theatrical people in 1919.

First specific claim to television was made on March 17, 1930, when Equity amended its constitution by adding to the phrase, "art of the theatre," the words "including motion pictures whether talking or silent, radio and television," which claim was granted by the AAAA. On Oct. 29, 1931, this claim was reaffirmed and a resolution passed that no Equity member "shall agree or contract to appear or appear in television or upon any program broadcast by television unless all persons participating in any presentation as actors are members of Actors Equity Assn., except by special permission of the Council."

Hold AAAA Should Assign

When the Screen Actors Guild was given its charter in 1934, the jurisdiction surrendered by Equity was definitely limited to motion pictures only, and television was not mentioned. But when AFRA was chartered in 1937, the description of the jurisdiction that it was granted contained the words "television specifically excluded." Neither of these unions have claimed to hold television jurisdiction, but they have challenged Equity's claim on the grounds that the jurisdiction was never given to Equity but remains with the AAAA and, now that television is here, this parent body should assign control to one of its branches, with the SAG and AFRA having claims equally as strong as that of Equity since television will undoubtedly employ actors now engaged in the fields of radio and the movies as well as in the theatre.

The long-discussed plan of combining all branches of the AAAA into a single union, with a single union card and single dues for members, many of whom now pay at least partial dues in one or two other unions, in addition to the one in which they hold full membership, was favorably reported at the May 24 session by a subcommittee consisting of the executive secretary and two delegates from each member union. While the plan would cut down office overhead and eliminate a great deal of detail to the benefit of all members, it would not greatly affect jurisdictional problems, as each branch would continue to administer to its own people.

STANDARD BRANDS, General Foods and Kraft-Phoenix Cheese Corp., all large radio advertisers, will carry announcements promoting National Hotel Week, June 11-17, the week previous to the campaign sponsored by the American Hotel Association.

EPIDEMIC ALLAYED

WCSC Calms Community in Infantile Scare

WHEN the community was faced with mounting hysteria in the face of an infantile paralysis epidemic recently, WCSC, Charleston, S. C., came through in more ways than one to calm down the populace and enable the city to carry on its cultural activities without dangerous exposure of the citizens.

On May 15 the health committee of the Charleston Chamber of Commerce took up the WCSC offer to help allay public hysteria. Immediately, on its man-on-street and other programs, the station invited persons to write in the questions they wanted answered about poliomyletis. Culling the flood of inquiries, WCSC got about 25 good questions. With the health committee chairman as m.c., these questions were answered by laymen and members of the medical profession on special broadcasts. Attesting the success of the campaign, up to the time of the broadcast the health officer of Charleston County had been forced to maintain a 24-hour staff at his home to answer telephone inquiries; in the 24 hours following the broadcast he got only two telephone calls.

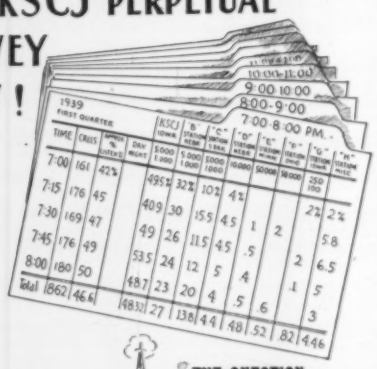
Among other interesting situations handled by the station during the epidemic was the commencement exercises of the College of Charleston. When health bans made public attendance at the exercises impossible, WCSC broadcast the entire ceremonies.

Sedgwick Replies

HARRY SEDGWICK, president of the Canadian Association of Broadcasters and manager of CFRB, Toronto, replied for the industry to charges made May 8 in the *Toronto Globe & Mail* that millions are wasted on nostrums sold by radio. Mr. Sedgwick pointed out that all patent medicine advertising by radio is controlled by Department of National Health at Ottawa and by the CBC, and that this control is much stricter than any imposed on newspaper advertising. He stated that "the whole article is a malicious and unwarranted attack on radio stations (and) on those advertisers using them." He pointed out that patent medicine advertising is censored for broadcasting in Canada but not for newspapers.

GOING UP?

The KSCJ PERPETUAL SURVEY WAY!



Boost your sales graph to a New High for the 1939 Summer Months

KSCJ or George Hollingbery will tell you about the Perpetual Survey

THE QUESTION: "Is Your Radio Turned On? If so, to What Station are You Listening?"

Over 1,688,070 Listeners in KSCJ 0.2 Millivolt Area!

KSCJ The JOURNAL

Sioux City, Iowa

Affiliated with CBS

Represented by GEORGE HOLLINGBERY - C. W. Corkhill, MANAGER

"VOICES of YESTERDAY"

Actual voices of celebrities of years past preceded by dramatizations of events in their lives. 15 minutes of thrills selected by leading N. Y. papers as

"THE PICK OF THE AIR"

Written up in March 1939 issue of

"POPULAR MECHANICS", Page 378

"TIME MAGAZINE" April 10th, Page 43

"THE SATURDAY EVENING POST" May 27th

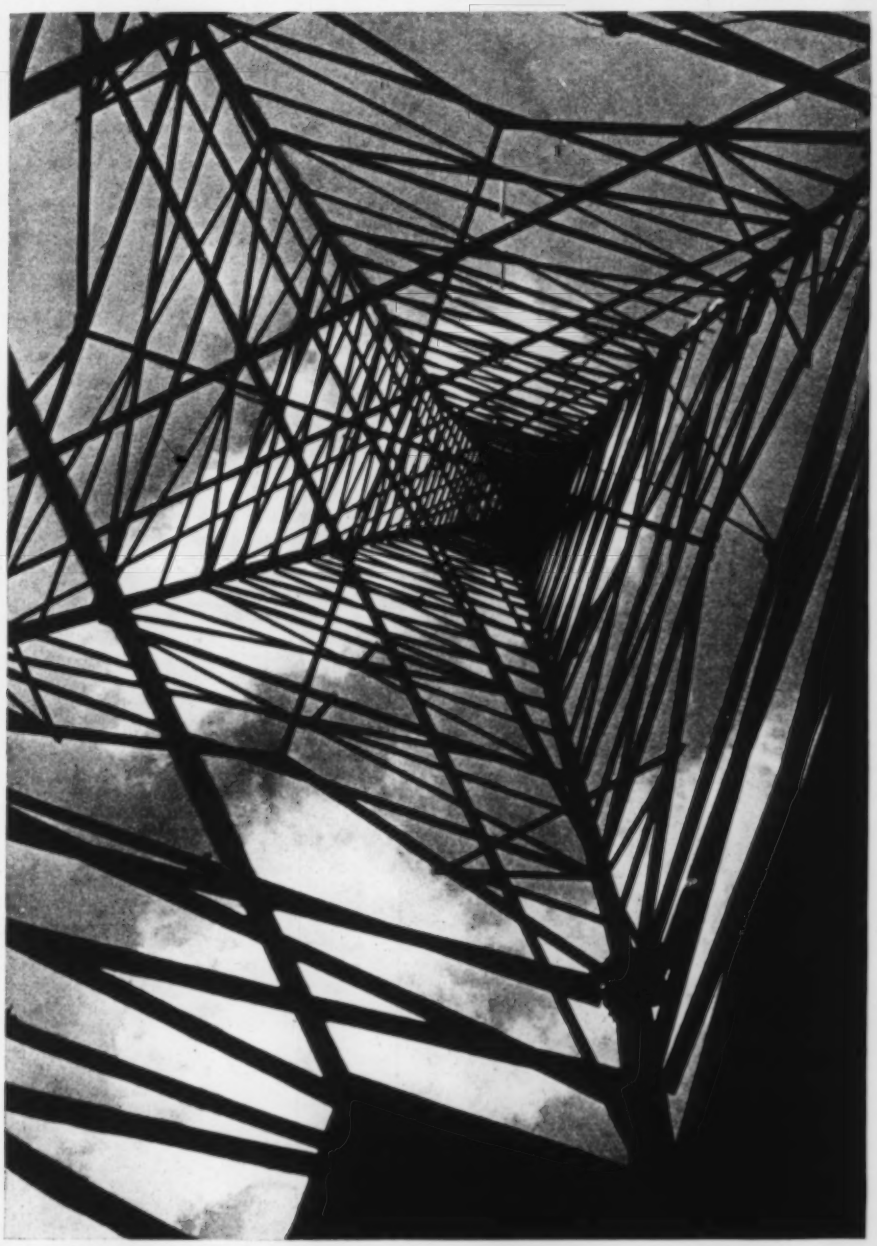
(Page 12 — last 2 col. Page 76)

52 15-minute transcribed programs now available

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

ANTENNAS
TO SUIT YOUR PREFERENCES



Like the photograph on the left, Blaw-Knox Vertical Radiators are unique in not being limited to any one type of design and construction. The following types can be fabricated to suit your needs or preferences:—

SELF SUPPORTING CONSTRUCTION

Bolted, galvanized
Bolted, painted

GUYED CONSTRUCTION, UNIFORM CROSS SECTION

Bolted, galvanized
Bolted, painted
Welded, galvanized
Welded, painted

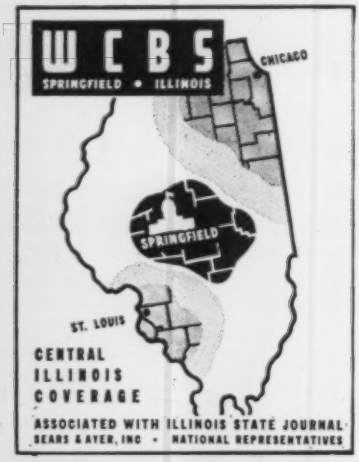
Any of the above can be supplied with base insulators for series excitation or without insulators for shunt excitation.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH, PA.

BLAW-KNOX VERTICAL RADIATORS

WHOM Renewal

PURSUING its recently instituted course of tapering off temporary license renewals occasioned by program complaints, the FCC May 23 granted WHOM, Jersey City, a regular renewal of license until Nov. 1, 1939. The station last fall had been given a temporary renewal to May 1 pending a further investigation of a complaint in which the station was charged with purported "profascist broadcasts". Commissioner George H. Payne voted against the regular renewal. There are still pending before the Commission a number of temporary renewals, based on program complaints, though the bulk of such citations, which brought a torrent of editorial criticism and station complaints were quashed.



Funds for FCC's Operation Slated for Deficiency Measure

Commission Policies May Come Up for Scrutiny At Hearings; Other Measures Languishing

By WALTER BROWN

WITH no prospect of passage of FCC reorganization legislation before June 30, and probably not at this session, the House Appropriations Committee will include an appropriation for the Commission in the Third Deficiency Bill, expected to be passed by Congress before the new fiscal year begins July 1.

Rep. Woodrum (D-Va.), who will handle the deficiency bill in the House, told BROADCASTING May 25 the appropriation committee has received a letter from the FCC pointing out that no appropriation had been passed for the FCC and unless some action was taken before July 1 the Commission would be without funds. It is likely the appropriation will be for $1,700,000—the same as for the current fiscal years—rather than the $2,000,000 originally sought.

No Delay Foreseen

Mr. Woodrum said his Committee had eliminated the FCC appropriation from the Independent Offices bill on the theory that a reorganization bill would be passed early in the session and for this reason the better policy was to wait and make the appropriation for the new commission.

Since no action has been taken, he did not plan to delay further the appropriation and said the committee handling the deficiency would hold a hearing on the budget estimate of $2,038,175. This compares with an appropriation of $1,745,000 for the present fiscal year.

Announcement by Mr. Woodrum that hearings would be held indicated that Commission policies may again be subjected to examination on Capitol Hill. When Chairman Frank R. McNinch and other officials of the Commission appeared before the subcommittee early in the session, they were cross-examined at length. It was during this examination that the story broke of the President's intention to ask for FCC reorganization legislation.

Should the deficiency bill be tied up and not acted on before the end of the fiscal year June 30, a special resolution would be presented to provide for the FCC. There is no disposition on the part of Congress to make this agency a "legislative orphan."

Mr. Woodrum said hearings on the deficiency bill would get under way around mid-June and he saw no reason why the bill should not be passed before July 1.

Agreement between the White House and Congressional leaders over taxes removes an obstacle to mid-summer adjournment. Another legislative matter which may delay adjournment is neutrality. Administration leaders, after conferences with the President, are working on a July 15 adjournment. Some date between then and Aug. 1 would be a good adjournment guess.

Telegraph Hearings

With the adjournment drive already under way, there appears little chance of action on the pending FCC reorganization bills. Neither committee of Congress before which the bills have been pending for weeks has made a move toward hearings. No recent pressure has come from the Administration for action and it continues to look as though the session will end with the Senate committee being ordered to make an investigation and study of the FCC and matters under its jurisdiction and report next year.

The Senate Interstate Commerce Committee has held hearings on legislation dealing with the telegraph industry, but this is not expected to have any direct relation to the broadcasting industry or even deal with FCC policies and administration.

In addition to reorganization bills, the Senate Committee has before it a resolution by Senator White (R-Me.) calling for a broad study of the FCC and radio.

A number of bills are pending in Congress relating to broadcasting but the session may end with no definite action on any of them. Of particular importance to the industry are measures to prohibit the advertisement of beer or alcoholic beverages over the air.

Senator Johnson, (D-Col.) has a bill on the Senate calendar directing the FCC to deny licenses to stations which permit advertisement of any alcoholic beverage. This measure has a favorable report from the committee but a strong minority report has been filed against its enactment by Senator Gurney (R-S.D.).

Senator Johnson intends to offer a motion that the Senate take up his bill before the session ends.

Alcohol Restrictions

The House Ways & Means Committee has taken no action on the bill introduced by Chairman Doughton (D-N.C.) which would have the Federal Alcohol Administration deny permits to liquor and beer distributors if they advertise by radio.

Chairman Doughton introduced the bill at the request of the FAA and was careful to point out at the time that this did not signify his support of the legislation. The Committee is loaded with tax matters, so there is little prospect of consideration this session.

Senator Capper (R-Kan.) is author of a bill which would ban all forms of advertising of alcoholic beverages.

Senator Sheppard (D-Tex.) on May 22 reintroduced a bill (S-2466) which directs the FCC to refuse licenses to any broadcasting station with power over 50 kilowatts that broadcasts any network program. This measure is the same as the bill he offered at the last session and upon which no action was taken.

Senator Sheppard told BROAD-

Epic of America

AN EPIC program, running as a sustainer for one hour on NBC-Red June 4 at 3 p.m., will be presented by the Interior Department in collaboration with *Time* and *Life* magazines to dramatize the Department's new official master map of the United States which is about to be released. It will be titled *This, Our America* and is being written by Raymond Scudder of the NBC script division in cooperation with the Office of Education's radio experts and the editors of the magazines. It will dramatize the growth of this country from a narrow strip along the Atlantic seaboard to a nation embracing one billion acres. The map will be reproduced in a color spread in the June 5 *Life*.

CAPTURE
SYRACUSE'S
Central New York
MARKET

With the
"MUSICAL CLOCK"
Low Cost, Live Talent show on
WFBL

Fast-moving . . . sparkling entertainment . . . big immediate returns! That describes the "Musical Clock" Program—a live-talent show of wide appeal scheduled from 7 to 9 A. M. daily.

Returns from this show came in from 209 cities in 23 counties during the first week!

There are a few choice strips available on this top-ranking show. Let us explain to you how it will help you to establish distribution and increase sales of your product in the rich market of Syracuse and Central New York.

For full details, rates, time available write or wire WFBL, Syracuse, N. Y., or get in touch with Free & Peters, Inc., National Representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

CASTING May 23 that he expected his measure to meet the same fate in this Congress unless the small station operators, at whose urging he introduced the bill, get behind it.

"I certainly am not going to push the bill if they don't display more activity than they have previously shown," he declared. "They've got to get the idea out of their heads that they have finished their task when they get a bill introduced and must realize that's only the beginning of the fight."

He said his bill had been introduced because of the complaints of small broadcasters that network programs of the larger stations were coming into their territory and driving business from them. The measure defines a network program to include all types over five minutes long including recordings and transcriptions and broadcast over two or more stations at the same time. The FCC could make exceptions to such broadcasts if it found they were in the public interest but must limit the time to not more than one hour a month.

Government Station

Early in the session Chairman Vinson (D-Ga.) announced there would be no hearings on bills to authorize construction of a superpower station to be operated by the Government to improve Pan-American relations. This killed any chance of passage of such legislation at this session, but supporters of the proposal have continued their efforts.

Senator Chavez (D-N.Mex.) has pending in the Senate a bill (S-2251) calling for a Government shortwave station to be known as "P-A-Z". The station would be operated by the Navy, its programs selected by the Secretary of State and a special Pan-American radio advisory committee set up in the bill. This group is composed of the Secretaries of State, Interior, Commerce, the chairman of the FCC and two members selected by the President.

Senator Chavez told BROADCASTING May 19 he would seek favorable action at this session. It is now pending before the Committee on Foreign Relations.

All bills introduced at this session remain pending until the 76th Congress ends in January 1941.

Boxing Sought for Video

Passage of the bill (S-2047), introduced by Senator Barbour (R-N.J.) to eliminate the Federal restriction on television broadcasts of prize fights across State lines, was advocated before a Senate Interstate Commerce Subcommittee May 25 by NAB President Neville Miller. Pointing out that programming will be one of television's most difficult problems and that it must rely on special events as a major source of material, he said prize fights have proved acceptable to the public as broadcast material and unquestionably would prove desirable for television. A prohibition against prize fights for television programs would deprive the industry of valuable program material and accomplish no good purpose, he testified.

Rep. Sweeney (D-Ohio), in a statement inserted in the *Congressional Record* May 16, criticized the report of the FCC Committee on Rules & Regulations limiting clear channel station power to 50 kw. He said the Committee proposed to "toss superpower out the window" and in effect proposed to deny rural listeners good radio reception under all conditions.

Making one of the first defenses of superpower in Congress, Rep. Sweeney held that rural and small town listeners are deprived of parity with urban listeners in reception and choice of programs.

Declaring the report was designed to "protect the networks", Mr. Sweeney referred to WLW's operation with 500 kw. and called the Commission's decision in denying it a renewal "unprecedented, arbitrary and capricious". He said WLW had demonstrated that its operation was not destructive and in no way squeezed out local stations which are dependent upon local and some network advertising.

The Committee's recommendation against superpower "condemns the rural listener to a fate on a par with the peasants of communistic Russia," he said. Rural America today, he concluded, stands condemned to the "tongueless silence of the dreamless dust".

McNinch Due Back

FCC CHAIRMAN Frank R. McNinch, who has been absent from the Commission since May 1, undergoing treatment for an intestinal disorder, plans to return to his desk by June 5. Mrs. McNinch asserted May 25 that the Chairman has been in a Philadelphia hospital undergoing treatment upon advice of his physicians. He has not been seriously ill but requires periodic rests because of a colitis condition, she stated.

Expo Staff Revised

REORGANIZATION of the Golden Gate International Exposition's radio division indicates that more commercial talent will be used in shows produced in the Treasure Island studios at San Francisco. In May, the publicity and promotion department of the exposition absorbed radio, under the direction of Clyde M. Vandeburg, formerly radio chief at the San Diego and Dallas expositions, who has announced that Treasure Island exhibitors would be aided in producing talent programs. Productions of direct gate-building value to exhibitors and the Exposition, with lavish use of music in small units, will be emphasized in the new radio program, according to Mr. Vandeburg.

Here is important year-round buying power . . . in this compact, easy-to-reach market.

"Brand Preference" in the spending of this money is being controlled through WOWO. May we show you how?

10,000 Watts 1160 Kilocycles NBC Basic Blue Network

WESTINGHOUSE RADIO STATIONS, INC.
FREE & PETERS, National Representatives

WOWO
FORT WAYNE • INDIANA

INDIANA'S MOST POWERFUL RADIO STATION!

$40,000,000
in wheat is sold in an average year through the Board of Trade in . . .

WICHITA
KFH
That SELLING STATION FOR KANSAS
Call Edward Petry & Co.

CLARK
FOR
QUALITY
IN
ELECTRICAL
TRANSCRIPTION
PROCESSING
★

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.

CLARK
PHONOGRAPH
RECORD CO.
Newark, N.J.
216 HIGH ST.
Humboldt 2-0880

Longest Ball Game

WHN, New York, on May 17 carried what is probably the longest one-game baseball broadcast in history when the game between the Chicago Cubs and Brooklyn Dodgers lasted from 3:55 p. m.-8:48 p. m., ending in a 9-9 deadlock after 19 innings. The entire game had to be broadcast according to the station's contract with the three sponsors, General Mills, Socony-Vacuum and Procter & Gamble, and the commercial schedule of broadcasts immediately following the game had to be revised as a result. UP news, sponsored by Hanscom Bakeries, *Today's Baseball*, sponsored by Gillette Safety Razor Co., and George Combs' *Editorial Slant on the News*, all quarter-hour programs regularly scheduled on WHN from 7:15 to 8 p. m., were broadcast in a 17-minute period as soon as the game had ended.

Sofenz Now on 10

SOFENZ SALES Corp., Los Angeles (face cream), which has been sponsoring *Beauty Secrets* on KNX, Hollywood, on May 23 expanded coverage to include 6 CBS Pacific network stations (KNX KSFO KARM KROY KOY KTUC) and on June 5 adds KOIN KIRO KVI KFPY to the list. Firm will also continue to use weekly participation in *Norma Young's Happy Homes* on KHJ, Los Angeles, and on May 28 was to switch from *Ann Warner's Chats With Her Neighbors* to a new participating program on KFI, that city. In addition Sofenz Sales Corp. will use weekly participation in other Pacific Coast centers as markets are established. A national radio campaign, to start in late summer, is also being planned. Agency is Richard F. Connor Adv., Manhattan Beach, Cal.

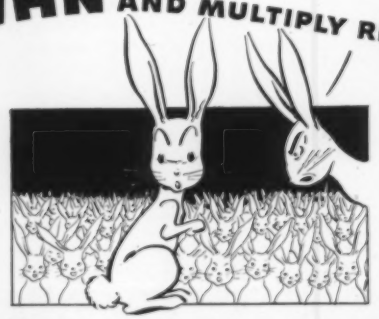
A REHEARING of the application of William F. Huffman, publisher of the *Wisconsin Rapids* (Wis.) *Tribune* for a new 250-watt station on 580 kc., was authorized by the FCC May 16. The Commission last Jan. 3 denied the application but granted the petition for rehearing "on further issues to be determined."

CRAZY-QUILT shirt worn by George B. German, m.c. of the *Trading Post* program of WNAX, Yankton, S. D., testifies to the listener interest in the program. During a recent broadcast of the *Trading Post*, German flubbed a pun on crazy-quilts, and Art Smith, also on the show, immediately kidded him about it, suggesting that he should have a crazy-quilt shirt. Shortly listeners began mailing in various patches, some elaborately embroidered with maps, bronchos and other figures. Another listener offered to piece the patches together for a shirt. As it turned out there was plenty material for two shirts, with enough left-overs to make a sofa pillow for Smith!

FOR FAILING to file a written appearance in compliance with regulations, the FCC has denied a license renewal to W9XAK, television station of the Kansas State College of Agriculture and Applied Science at Manhattan, Kan. The station has been one of the few licensed for experiments in the 2000-2100 kc. band.

OFFICIAL dinner given by the Communist Party to mark the opening of Israel Amter's campaign for city councilman from New York County was broadcast on WQXR, New York, for one full hour May 27, the largest amount of time ever taken by the Party for a single station broadcast.

ADD WHN AND MULTIPLY RESULTS!



DO YOU want more New York sales? Smart national advertisers use WHN to supplement their network programs in the world's richest market.

WHN DIAL 1010 NEW YORK CITY
EDWARD PETRY & CO., INC. National Advertising Representatives

Burn Sells Out Interest In Rep Firm to Toothill

JOHN A. TOOTHILL, Chicago manager of Burn-Smith Co., radio station representatives, announced May 27 that he has purchased the corporation shares formerly held by Walter P. Burn. Mr. Burn has relinquished all financial interest in the corporation to devote his entire time to Walter P. Burn & Associates Inc., and Market Data Service Inc., his research organizations. No changes in either personnel or functions of Burn-Smith are contemplated. The Burn-Smith company last winter took over representation of the stations in the J. J. Devine group after that newspaper representation firm had decided to withdraw from the radio field.

WFIL Press Tieup

WFIL, Philadelphia, recently negotiated its fourth newspaper tieup when General Manager Roger W. Clipp completed arrangements for a reciprocal time-space trade agreement with the *Shopping Guide*, new door-to-door handout sheet with a 330,000 circulation in the Philadelphia territory. At the same time new agreements were made with the *Philadelphia Record* and the *Evening Public Ledger*. The *Shopping Guide* space will be used by the station to promote programs with feminine appeal, while the publication will use its radio time for a nighttime *Woman's Corner of the Air*. Both the *Record* and *Evening Ledger* are using classical music programs, the former broadcasting an hour of transcribed symphonies Sundays to exploit a circulation-record drive, while the *Ledger* uses a half-hour of light classics every morning to promote editorial features, and a weekly sports review by its columnists.

Video Set Sales Slow

THE June edition of *Radio Today*, dealers' trade journal edited by O. H. Caldwell, reports that during the first two weeks in May its survey showed only 200 television receivers were sold in the New York metropolitan area, where RCA-NBC began daily service with the opening of the World's Fair April 30. At the average price of $400, said the trade paper, these sales mean $80,000. Only about two-tenths of 1% of those who witnessed store demonstrations actually bought, while another six-tenths of 1% were reported as "good prospects."

Theaters Televise Derby

FIVE motion picture houses in London picked up and flashed on their screens the telecasts of the Derby May 24, and press reports stated that the reception generally was excellent despite the blurring of wide-angle shots caused by the sun. All of the theaters were jammed. Baird apparatus was used for the theater projections since the Gaumont British Film interests are interested in that company. Ian C. Javal, commercial director of Baird Television Ltd., is now in this country, headquartering at 1600 Broadway, New York, making plans to introduce theater television in New York. Demonstrations await arrival of the new Baird tubes used in the London shows, which are capable of projecting a 15x20 foot screen.

XUM

FCC Seeking Test Of Court's Power

Confers With Justice Dept. on Supreme Court Proceedings

STEPS looking toward Supreme Court review of the Pottsville and Heitmeyer cases, in which the U. S. Court of Appeals for the District of Columbia upbraided the FCC for failure to comply with its rulings, have been instituted through the Department of Justice by the Commission.

In the Heitmeyer case, the court on May 24 issued a writ of mandamus commanding the Commission to set aside its decision of April 20, 1938, which ordered Paul R. Heitmeyer to appear at a consolidated hearing involving a new station at Cheyenne. It instructed the Commission to decide the Heitmeyer application on the basis of the record as originally made and without the necessity of combating other applications for similar facilities.

In the Pottsville case the court issued a writ of mandamus directing the Commission to set aside its decision of June 9, 1938, denying the application of Pottsville Broadcasting Co. for a new station in the Pennsylvania city and ordered it to consider the request without forcing it to compete with other applicants for similar facilities.

Final Test Sought

Immediately following the writs, FCC General Counsel William J. Dempsey, conferred with Solicitor General Robert H. Jackson, looking toward filing of petitions for certiorari with the Supreme Court by the Department of Justice, which is the customary procedure. The Commission contends the Appellate Court is usurping its administrative functions and in effect petitioned the court to pave the way for possible Supreme Court review by issuance of the formal mandamus orders.

On May 20, Northside Broadcasting Co., operating WGRC, New Albany, Ind., across from Louisville, appealed from the FCC decision rendered Feb. 6 granting the application of the Kentucky Broadcasting Corp., headed by D. E. (Plug) Kendrick, for a new station in Louisville on 1210 kc. with 250 watts day and 100 watts night. The appeal was filed following denial by the Commission of WGRC's petition for rehearing. The appeal was based on economic grounds as well as on the fact that the station has pending an application for a change in frequency from 1370 kc. to 880 kc.

Hess & Clark Drive

DR. HESS & CLARK Inc., Ashland, O. (stock remedies), is placing an autumn half-hour transcription series on 25 stations in chief cattle and poultry-raising regions through N. W. Ayer & Son, Philadelphia. Titled *Farmers' Forum*, the program includes an orchestra, Fran Allison, singer, and Sam Guard, publisher of *Breeders' Gazette*, as m. c. Mr. Guard will conduct a "farm neighbor" interview with a farmer from the territory covered by the broadcast. Supplementing the half-hour show will be an announcement campaign on 15 other stations, a half-dozen of them in Canada. The *Farmers' Forum* was tested successfully on WLS, Chicago, and WHO, Des Moines.

THE new Vocoder device, by which a voice can go into the microphone one way and come out of the loudspeaker another, is demonstrated by H. W. Dudley (right), its inventor, and C. W. Vadersen, also a member of the Bell Telephone Laboratories staff, whose voice is being controlled.

TRICKS WITH VOICE
Speech Is Artificially Built By Bell Device

THE VOCODER, a device that sounds like a sound-effect man's dream, was demonstrated by Homer Dudley of the Bell Laboratories at the tenth annual meeting of the Acoustical Society of America in New York, May 16. By twisting the dials of the apparatus Mr. Dudley changed the normal voice of his assistant into deep bass, high falsetto, a monotone and the quavering tones of an old person, enabled him to sing a duet with himself and performed other similar tricks of vocal magic. The apparatus, developed by the Bell Laboratories as a part of their research in the field of speech, does not transmit speech as a telephone or microphone does, but after changing it into electrical energy uses that energy to operate a mechanism that artificially builds speech, at the same time varying the frequency and intensity to give the desired effect. While it may find immediate uses in radio and sound movies, the motive of the Bell Laboratories is to use it to reduce speech to a monotone which can be transmitted in a band about 25 cycles wide, as contrasted with the speech band of 3,000 cycles, permitting simultaneous transmission of a number of telephone messages over a single wire and thus reducing the cost of telephone service.

RENEWING its reciprocal arrangement with WDAS, the *Philadelphia Ledger* for three more years will continue its daily hour of classical music with commercial copy keyed to the feminine audience. WDAS also has reciprocal agreements with the *Philadelphia Record* and *Philadelphia Daily News*.

Spot buyers use 169% more time over WOAI than over any other San Antonio station

WOAI in San Antonio

NBC TQN

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.

15 HOUR "BEAT" ON SQUALUS FOR WLAW

ON the scene where the submarine Squalus went down, WLAW, through use of portable ultra-shortwave transmitter W1XRZ, brought to the nation the first ear-witness radio coverage of the submarine disaster. Seven hours after the actual sinking, WLAW's crew was on the ocean, arriving at the scene 15 hours before other stations were able to reach the area.

WLAW broadcast the first news directly from the spot, then included both the Red and Blue Networks of NBC, fed through WBZ, Boston. WLAW's especially chartered boat left Hampton Beach, N. H., at 4 P. M. on Tuesday and stayed at the scene until Wednesday evening. It was WLAW, first, that gave to the nation the thrilling eye witness account of the desperate early efforts to contact the sunken boat and the preliminary rescue attempts.

WLAW provides the only primary service available to Lawrence, Lowell and Haverhill—one continuous city of 325,000 people who regularly listen to WLAW's clear 10 MV/M signal.

WLAW

680 Kc. 1000 watts

LAWRENCE, MASS.

STATION EXECUTIVE AVAILABLE

With 12 years successful record as General Manager in the development and operation of popular radio station. Capable, from past experience, of direct supervision of all departments of broadcasting activities.

Possessed of financial and agency background, with wide acquaintance in national field. Would welcome investment.

Address Box A379
BROADCASTING

Late Personal Notes

RICHARD A. RUPPERT, sales promotion manager of WKRC, Cincinnati, has joined WSAI in a similar capacity, according to an announcement by Dewey H. Long, WSAI general manager. Richard W. Garner, who is succeeded by Mr. Ruppert, has been transferred to the sales department to handle national sales and sales promotion. Mr. Ruppert June 1 graduates with top honors from Cincinnati night law school.

WALTER GUILD, m.c. of *Salute to Industry* on KSFO, San Francisco, has been named radio director of the Sidney Garfinkel Adv. Agency in San Francisco.

AIDAN FITZPATRICK, announcer of KDKA, Pittsburgh, is the father of a girl born recently.

C. ALDEN BAKER has left WCHS, Charleston, W. Va., and has joined WCMI, Ashland, Ky.

WALTER PATRICK KELLY, former advertising manager of Barney's Clothes, New York, has been appointed program director and merchandising counsellor of WAAT, Jersey City, N. J.

FLORENCE LEHMANN, conductor of the cooperatively sponsored *Ladies First* program of interviews with prominent people on WCCO, Minneapolis, is in New York recording interviews for use on her program during the summer.

CECIL K. CARMICHAEL, press relations director of WLW, Cincinnati, on May 26 was appointed by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, as assistant in his office. Mr. Carmichael will have executive supervision over publicity, special events work and the maintenance of contacts on remotes for WLW and WSAI. Herb Flaig will remain as special events man reporting to Mr. Carmichael.

CHARLES C. SHAW, former Pittsburgh newspaperman, and his wife, Nancy Shaw, formerly with University of Pittsburgh's Retail Research Bureau, have joined KTSA, San Antonio —Mr. Shaw as news editor and Mrs. Shaw as secretary to Program Director W. C. Bryan and as conductor of two women's programs daily.

HAROLD HOUGH, director of WBAP and KGKO, Fort Worth, once noted as the "Hired Hand" of WBAP, returned to the microphone May 28 to act as m.c. for the Sunrise Americanism Service climaxing the three-day state Shrine ceremonial and Moslah Temple's silver jubilee which was carried over both Red and Blue networks of NBC.

CLYDE SCOTT, commercial manager of KFI-KECA, Los Angeles, has recovered from injuries received when he fell from a horse.

JOHN C. MORSE, vice-president of Dan B. Miner Co., advertising agency, has been elected president of the Advertising Club of Los Angeles, succeeding D. D. Durr.

ANNE MAE FITZPATRICK, of the program department of WIP, Philadelphia, is recovering from a dislocated collar bone received recently in an automobile accident.

TED HUSTON, formerly of WSJS, Durham, N. C., has joined the announcing staff of WBRY, Waterbury, Conn.

JOHN SAMPLE, of the local sales staff of NBC-Chicago, married Kathleen Bradley Calkins on May 20.

LLOYD MORSE, engineer of WEEI, Boston, leaves June 3 to join the CBS technical staff.

AL PIERCE, formerly of KXBY (now KITE), Kansas City, and KFNF, Shenandoah, Ia., has joined the engineering staff of WWL, New Orleans, for vacation relief.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employes, except talent. Complete information free. Paramount Distributors. Box 864, Denver, Colorado.

Progressive Midwest NBC station wants experienced commercial announcer. Prefer young man who has good selling voice and ad lib ability. Position to be filled at once. Only applicants who can appear for audition and interview will be considered. Good starting salary and chance for advancement. Address inquiries to Box A374, BROADCASTING.

Situations Wanted

Engineer employed in midwestern small town local desires change to larger city or station. Box A388, BROADCASTING.

Advertising Manager daily newspaper servicing local and national accounts, promotion and merchandising wishes to enter commercial radio field. Any reasonable offer accepted. Box A375, BROADCASTING.

Writer-Producer available! Steady family man, employed part time, wants permanent connection. College, professional training. Experienced announcer, writer, actor, director. Own 200 successful dramatic scripts, plus other material. Will interview. Box A376, BROADCASTING.

Engineer on network station, desires change, preferably chief engineer progressive local or regional. Four years experience design, maintenance. Age 24. Married. University communications training. References. Box A377, BROADCASTING.

Salesman—with ideas; ten years experience, leading force on chain station and billing $50,000 yearly in small city. Desires change. Proven record, good references. Box A378, BROADCASTING.

Experienced radio man consider sales management regional station or local station management. Exceptional record. Plenty experience. Know radio thoroughly. Valuable agency contacts. Box A381, BROADCASTING.

Radio Stations—Representatives—Advertising Agencies: Topnotch, youthful salesman, announcer, copywriter desires change. Now employed as registrar of radio college. Will arrange to go anywhere for interview or audition. Box A382, BROADCASTING.

Announcer desires opportunity with small station. Salary secondary. Personal interview or recordings on request. Box A383, BROADCASTING.

Employed Southern announcer, experienced continuity, sports, specialist on news. 26, married, ambitious. Voice recording on request. Box A384, BROADCASTING.

Production, script man: Commercials, sustainings. Publicity, promotion. Now working. Brings fifty-two original half-hours and clicking serial. Salary secondary. Box A385, BROADCASTING.

Sports Announcer—Valuable sports background. Handle studio utility. References. Recordings available. Box A386, BROADCASTING.

Station promotion, sales promotion and merchandising man. Experienced. Capable. Work widely recognized. Box A380, BROADCASTING.

Attention Radio Academies & Stations! Instructor-speech, announcing, dramatics, programming. Studio-Announcerial duties. Box A387, BROADCASTING.

Do you need an efficient and reliable operator? Experienced and available at once. Now employed at major network station, but desire better opportunity. Box A389, BROADCASTING.

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SAINT PAUL, MINNESOTA

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DALLAS, TEXAS

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
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66 BROAD STREET NEW YORK, N. Y.

Class Audience Preferences

WOMEN radio listeners are not primarily interested in radio programs about household hints, romance, and the care of babies, according to a survey conducted by Lisa Sergio, noted woman commentator, on her *Column of the Air* broadcast on WQXR, New York. The first 500 responses to Miss Sergio's request for listeners' opinions, show that music, art, international affairs and news topics in general are the favorite subjects, 88% of the letters coming from women listeners and 12% from men. These unusual results are probably due to the fact that WQXR is known as New York's "high-brow station," devoting the large majority of its time to programs of classical music, chiefly recorded, and in general catering to a "class" audience.

FOR SALE

1 - 6B Western Electric 1000 - watt Broadcasting Transmitter complete with motor generator sets, added high voltage rectifier and tubes. Complete inventory may be had on request.

Address all inquiries to
Box A373, BROADCASTING

Radio Popularity Grows in Europe

3½ Million Homes Installed Sets During Last Year

THAT feverish Europe is depending more and more upon radio for information and entertainment, is apparent from the fact that something like 3,500,000 homes added radios during 1938, bringing the total number of registered radios for what is called the "European Zone" to 35,130,000 as of Dec. 31, 1938.

The figures for each country, with the exception of Russia, have been made public by the International Broadcasting Union at Geneva, which annually compiles them on the basis of registrations for the payment of license fees which are required in practically all countries. With the exception of Czechoslovakia, an increase during the year is shown, and the decrease there (and exceptional increase in Germany) is accounted for by the Austrian and Sudeten absorptions. Turkey's large increase is attributed to the new high power station at Ankara.

The radio count by countries, exclusive of free licenses issued to the blind, etc., and the percentage of increase over 1937 is given as follows:

	Dec. 31, 1938	*% Increase over 1937*
Germany	11,503,019	26.58
Great Britain	8,908,366	5.06
France	4,705,859	13.02
Sweden	1,226,858	14.18
Belgium	1,126,218	10.61
Holland	1,108,625	3.43
Poland	1,016,473	18.02
Italy	995,500	25.22
Czechoslovakia	764,076	—26.84
Denmark	762,711	8.33
Switzerland	548,533	8.81
Hungary	419,215	9.37
Norway	364,548	19.56
Finland	293,790	26.80
Roumania	270,000	25.11
Eire	148,811	32.64
Yugoslavia	135,169	19.70
Latvia	134,970	18.08
Algiers	90,903	22.10
Portugal	81,171	17.46
Egypt	79,717	17.36
Estonia	66,268	35.38
Lithuania	59,527	31.01
Bulgaria	46,600	37.06
Turkey	46,244	110.20
Danzig	44,430	20.57
Morocco	38,714	13.06
Palestine	35,708	25.22
Luxembourg	35,000	16.66
Greece	23,375	30.12
Tunis	22,367	26.48
Iceland	15,479	7.44
Syria and Levant	11,204	20.59

World's Fair Trips

AMERICAN EXPRESS Co., New York, in conjunction with its World's Fair Travel Service, is working radio stations to organize groups of 25 or more persons for three or five-day trips to New York to see television and visit the Fair. According to American Express, "radio stations should be highly successful in promoting trips of this kind, because they can constantly plug the excursions on their own radio time." Rates for the trips are low and include transportation and all expenses. A group of 50 persons has already been arranged by WWVA, Wheeling, to arrive June 10 for a three-day visit. WHO, Des Moines, has planned two groups and will offer the trips every Tuesday from now on. Every three or four weeks this summer, WWSW, Pittsburgh, will send groups, and more stations will probably take advantage of the offer during the early part of June.

The Other Fellow's VIEWPOINT

Savings and Loan

EDITOR BROADCASTING:

Being modest souls, our faces are very red. In the article by our president, Mr. C. W. Grove, in the May 15 issue of BROADCASTING, your editorial comment gave us credit as being the fourth largest banking institution in Cleveland. The note should have stated that the Second Federal, starting from scratch five years ago, had grown to be the fourth largest operating *savings and loan institution* in the city with the help of radio through WGAR, Cleveland.

Of course, there are many banking institutions of substantially greater size. Our position is now fourth in our field of some 38 operating companies, many of which are ten times or more as old as we are. As sponsors of the article, we feel that this explanation is due the readers of BROADCASTING, especially our friends in the banking business.

HARRY B. WINSOR,
Vice-President Second Federal Savings & Loan Assn.
Cleveland, Ohio.
May 23, 1939.

Radio on Writers Agenda

RADIO, which has hitherto played a small part in sessions held by the League of American Writers, will be considered at the League's third annual congress June 2-4. A discussion of *Writing for Radio* will be conducted June 3 at the New School for Social Research, New York, 3:30-6:30 p.m., under chairmanship of H. V. Kaltenborn, CBS commentator. CBS will broadcast the proceedings, 3:30-4 p.m. Participating will be: Lewis Titterton, NBC manager of script division; Max Wiley, CBS director of script division; Jerome Danzig, MBS continuity department; John Brown, head of TAC radio division; Philip Cohen, director of Department of Interior Education project; Evan Roberts, director of the Federal Theatre Radio Division; Bernard Hermann, CBS music department; and Arch Oboler, NBC director of plays, whose regular program on NBC will be piped into the evening session. Also arranged is a recorded demonstration of radio writing and comment by Norman Corwin and Alfred Kreymborg of NBC; Robert Shayon, MBS, and William Robson and Pare Lorentz of CBS.

WTBO Suit Settled

SETTLEMENT out of court of the $15,000 libel suit against Associated Broadcasting Corp., operating WTBO, Cumberland, Md., and Dan McNally, evangelist, which had been brought by John T. Jones, president of the United Mine Workers district 16 and CIO regional official, was announced May 24. The suit was settled for $750 cash and $500 in broadcast time, along with the broadcast May 24 of a public apology over the station. The alleged libel occurred during the mayoralty campaign last year in a political speech sponsored by a group of Methodist ministers, with McNally as their spokesman.

Hooper Service Reveals Relative Station Ratings

TO GIVE stations data on their relative popularity with listeners as compared to other stations serving the same areas, C. E. Hooper Inc., New York research firm, is offering a new service, Hooper Cumulative Station Audience Reports, to the 112 stations located in the 40 cities covered by the company's regular radio listening surveys. This information covers the period from October 1938 through April 1939.

In collecting the data, Hooper interviewers use the telephone to ask two questions: "Were you listening to the radio just now?" and "To what station are you tuned?" All answers are secured during the broadcast or at the latest within 15 minutes of its conclusion. Reports cover all periods of the day in which any station in each locality carries a sponsored network program, and show for each stipulated time period the percentage of sets in operation, the percentage at home but not listening, the percentage not at home, and the distribution of listening among stations to account for 100% of all "sets in operation."

Cutex Tests on Coast

NORTHAM WARREN Corp., New York, on June 5 will start a test campaign for Cutex nail polish, using daily station-break announcements six times a week on KFI, Los Angeles, and KFRC, San Francisco. J. Walter Thompson, New York, handles the account.

Shaver Feeler

FAIRFIELD MFG. Co., New York, during the first week in June will start a test campaign for Packard Lektro-Shaver and Roto-Shaver using five-minute transcriptions five days weekly on a group of New England stations, as yet undecided. Programs will feature Jack Prentiss, who "sings while he shaves", and will be heard during the early morning hours. If the test proves successful, programs will be placed on a large number of stations throughout the country. Samuel G. Krivit Co., New York, is handling the account.

GRUEN WATCH Co., Cincinnati, on May 22 started three time signals daily Monday through Saturday on WWJ, Detroit. Other stations, carrying the signals are WSYR, Syracuse, and the New York stations, WEAF, WMCA and WNEW. McCann-Erickson, New York, handles the account.

WE FORGET NO ONE

For Chicagoans who speak English well, WGES provides distinctive programs of entertainment, education, and information. For the many thousands who don't, there are parallel programs in a dozen different tongues—with the emphasis on Americanization. Here's REALLY COMPLETE Chicago coverage for your product!

WGES

In The Heart of Chicago

Welcome!

NATIONAL ASSOCIATION OF BROADCASTERS

July 10 to 13

When you come to Atlantic City, make your headquarters at The Ambassador • You'll be adding hours of pleasure and enjoyment to your stay by being so close to everything that's going on • And The Ambassador is Atlantic City's finest hotel, located directly on the boardwalk with most guest rooms facing the Atlantic • You'll find everything you want at The Ambassador . . . comfortable rooms at moderate rates . . . fine restaurants . . . indoor swimming pool and other recreational facilities . . . spacious sun decks and public rooms •

Harold E. Baggs,
CONVENTION MANAGER

The Ambassador
IN ATLANTIC CITY
WILLIAM HAMILTON, *Managing Director*

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

MAY 13 to MAY 29, INCLUSIVE

Decisions . . .

MAY 15

MISCELLANEOUS—NEW, Mellin Investment Co., Huntington Park, Cal., denied as in default applic. CP 1200 kc 100 w D for failure to file written appearance; WMFR, High Point, N. C., denied as in default applic. CP change equip., increase D power, for failure to file written appearance; W9XAK, Manhattan, Kan., denied as in default television renewal for failure to file written appearance.

MAY 16

WAPI, Birmingham—Denied vol. assignment license to Voice of Alabama Inc.

KDAL, Duluth—Granted CP increase D to 250 w.

NEW, F. W. Meyer, Denver—Denied CP 1310 kc 100-250 w unl. (Ex. Rep. I-711).

SET FOR HEARING—WMBO, Auburn, N. Y., mod. license N to 250 w; NEW, Lakeland Bcstg. Co., Willmar, Minn., CP 680 kc 250 w ltd.

MISCELLANEOUS — WWL, New Orleans, granted mod. exp. auth. 50 kw to 8-1-39; WGRM, Grenada, Miss., granted CP move to Greenwood, Miss., subject Rules 131, 132, 139; WSBT, South Bend, Ind., denied rehearing in Docket 3763, set aside Statement of Facts, Grounds for Decision and Order of 2-6-39 and set matter for further argument; NEW, Summit Radio Corp., Akron, denied petition to revise and postpone rehearing applic. new station 1530 kc 1 kw unl., and hearing postponed indefinitely; WICA, Ashtabula, granted in part petition 500 w D, and denied 1 kw; NEW, William F. Huffman, Wisconsin Rapids, granted rehearing on further issues (denied 1-3-39) applic. new station 580 kc 250 w unl); NEW, Pawtucket Bcstg. Co., Pawtucket, R. I., on 5-8-39 granted further hearing on applic. 1390 kc 1 kw unl. on issues to be specified, and on 5-16-39 specified as issues available of frequency and adequacy of proposed service.

MAY 17

MISCELLANEOUS—KLCN, Blytheville, Ark., granted amended CP move trans., studio, new radiator and equip. on condition that grant is not construed as a finding on renewal applic.; WWL, New Orleans, granted license change trans. site, directional antenna, increase 10 to 50 kw; WCAX, Burlington, Vt., granted mod. license to Burlington Daily News Inc.; WGBR, Goldsboro, N. C., granted mod. CP approving trans., studio sites, change equip., antenna; WSJS, Winston-Salem, N. C., granted license new equip., increase D to 250 w; KVOS, Bellingham, Wash., granted license move trans. site, radiator on condition that grant is not construed as a finding on applic. Bellingham Bcstg. Co. for CP nor upon KVOS renewal applic. or issues involved; WJMC, Rice Lake, Wis., granted license 1210 kc 250 w D; WTAR, Norfolk, Va., granted temp. auth. 5 kw N to overcome CMQ interference; WBNY, Buffalo, granted temp. auth. operate all hours except those assigned to WSVS.

MAY 18

MISCELLANEOUS—KOB, Albuquerque, N. M., granted extension temp. auth. 1180 kc 10 kw directional; KEX, Portland, Ore., granted temp. auth. operate unl. 1180 kc 5 kw.

MAY 19

MISCELLANEOUS — WTAR, Norfolk, Va., granted auth. 1 kw N nondirectional 30 days. 5 kw auth. not effective until directive antenna is reconstructed; NEW, Pillar of Fire, Zarephath, N. J., granted oral argument 6-15-39; WSPA, Spartanburg, S. C., denied petition to hold applic. mod. license in pending files, hearing now set for 6-21-39; NEW, Edwin A. Kraft, Fairbanks, Alaska, denied dismissal applic. CP 610 kc 1 kw unl., without prejudice, and dismissed same with prejudice; KINY, Juneau, Alaska, granted petition in part to dismiss without prejudice applic. CP change freq., increase power, applic. to be retained in files; NEW, World Peace Foundation, Oakland, Cal., denied amendment applic. 6040 to 6020 kc; KGLO, Mason City, Ia., denied consolidation applic. change freq., and power with KWLC renewal applic., to be heard 6-27-39; KWLC, Decora, Ia., granted acceptance late appearance re KGLO applic.; KWK, St. Louis, granted petition intervene WGBF applic., dismissed petition consolidate in single hearing applic. of KXOK, WGBF, KFRU, KWK, and granted petition intervene KXOK and dismissed petition to consolidate KXOK, WGBF, KFRU and KWK applics.; KFIO, Spokane, granted continuance hearing change freq., power, and granted order take depositions; WGBF, Evansville, Ind., granted order take depositions; NEW, Central Bcstg. Corp., Worcester, Mass., granted petition intervene applic. C. T. Sherer Co.; NEW, Lawrence J. Heller, Washington, granted extension time to file proposed findings of fact and conclusions to 6-12-39.

MAY 23

WHAT, Philadelphia — Granted auth. transfer control to Bonwit-Teller & Co.

WHOM, Jersey City—License renewed to 11-1-39 (Payne voting "no").

WCOV, Montgomery, Ala.—Granted assignment license to Capital Bcstg. Co.

KRQA, Santa Fe, N. M.—Granted vol. assignment license to New Mexico Bcstg. Co.

WCHV, Charlottesville, Va. — Granted auth. transfer control to Mrs. Hugh M. (Nancy) Curtler.

TEMPORARY RENEWALS — WQDM, KVNU, WTAB, WBHP, KAST, KHUB, WBBZ, WBRY, WRBL, KGBU, WTAQ, KSUN, KGDE, KVOS, WBAX, WJBW, WJRD, WOLS.

SET FOR HEARING—WCBS, Springfield, Ill., CP new equip., change 1420 kc 100-250 w to 1290 kc 500 w 1 kw directional; WBNY, Buffalo, mod. license to unl.; WLAP, Lexington, Ky., exp. auth. rebroadcast WLW facsimile; NEW, Union Bcstg. Co., Scranton, Pa., CP 1370 kc 100-250 w unl.

MISCELLANEOUS — NEW, Wm. F. Huffman, Wisconsin Rapids, bill of particulars approved; WINS, New York, retired to closed files applic. CP change trans., antenna; WAPO, Chattanooga, granted rehearing re applic. new trans., change 1420 kc 100-250 w to 1120 kc 500 w 1 kw D; WJBO, Baton Rouge, La., granted rehearing applic. CP increase to 1 kw.

MAY 24

KFBI, Abilene, Kan.—Granted CP move to Wichita, new trans., antenna.

WORL, Boston—Denied unl. time with 1 kw directional.

NEW, Sweetwater Radio Inc., Sweetwater, Tex.—Granted CP 1210 kc 250 w D.

KTSA, San Antonio—Granted consent assign. license to Sunshine Bcstg. Co.

WGAN, Portland, Me.—Granted applic. Mary P. Martin, adm. estate of George W. Martin, to transfer control to Gannett Pub. Co.

MAY 26

MISCELLANEOUS — NEW, Vincennes Newspapers Inc., Vincennes, Ind., ruling of 3-31-39 affirmed, and denied motion to strike, setting aside intervention granted S. M. Emison; NEW, Catawba Valley Bcstg. Co., Hickory, N. C., granted order take depositions; KVOS, Bellingham, Wash., denied continuance hearing from 6-28-39, denied permission take depositions at later date, denied permission examine complaints, etc., involving KVOS renewal applic.; KOY, Phoenix, Ariz., referred to Commission en banc motion dismiss and return applic. KOAC for CP new trans., increase power, etc.; NEW, Clarence H. Frey, Herbert O. Greever, Logan, W. Va., denied with permission to withdraw without prejudice and file new applic., petition for leave to amend applic. change to 1310 kc.; KVOX, Moorhead, Minn., dismissed motion to deny as in default applic. CP change freq. etc.; NEW, Milton Edge, Hobart Stephenson, Jacksonville, Ill., referred to Commission en banc petition to amend applic. by substitution of Edgar J. Korsmeyer for Sherman V. Coultas, deceased, in applic. for CP; NEW, Harry Jackson, Harrisburg, Pa., granted amendment to change freq. for CP general experimental station; NEW, John B. Chapple, Ashland, Wis., denied intervention WJMS Inc. hearing on applic. new station in Ashland; KGLO, Mason City, Ia., granted alternative request continuance hearing applic. change freq., power; KOAC, Corvallis, Ore., denied petition to accept amendment to applic. to as 1 kw N instead of 5 kw, with permission to withdraw applic. without prejudice and file new applic.

MAY 25

WCOU, Lewiston, Me.—Commission on own motion continued hearing to admit further engineering evidence.

MAY 29

KBPS, Portland, Ore.—Granted temp. auth. remain silent 7-1-39 to 9-11-39.

MISCELLANEOUS—WDZ, Tuscola, Ill., granted license increase D power; WIBG, Glenside, Pa., granted mod. CP re equip.; KCMO, Kansas City, granted license change to 1450 kc 1 kw unl directional N; NEW, World Peace Foundation, Oakland, Cal., denied as in default applic. International station; WCAT, Rapid City, S. D., granted temp. auth. remain silent 6-1-39 to 9-11-39.

Proposed Decisions . . .

MAY 16

KGGF, Coffeyville, Kan.—Proposes to grant applic. vol. assign. license to Hugh J. Powell.

WSNJ, Bridgeton, N. J.—Proposes to grant auth. install new trans., increase to 100-250 w unl.

NEW, M. & M. Bcstg. Co., Marinette, Wis.—Proposes to grant CP 570 kc 250 w D.

Examiners' Reports . . .

NEW, Nathan Frank, New Bern, N. C.; NEW, Greenville Bcstg. Co., Greenville, N. C.—Examiner Seward recommended May 25 (supplement to I-684) that applic. Nathan Frank be dismissed with prejudice.

Applications . . .

MAY 15

NEW, Dr. Willard Carver, Thomas B. Williams, Byrne Ross, Lawton, Okla.—CP 1420 kc 100 w unl., amended re antenna, trans. site.

NEW, Frank R. Pidcock Sr., Moultrie, Ga.—CP 1500 kc 100-250 w unl.

MAY 17

WWSW, Pittsburgh—CP new trans., antenna, move trans.

NEW, Lackawanna Bcstg. Co., Scranton, Pa.—CP 1370 kc 100-250 w unl.

NEW, Richard T. Sampson, Riverside, Cal.—CP 1390 kc 250 w D.

MAY 18

NEW, Albemarle Bcstg. Station, Albemarle, N. C.—CP 1420 kc 100 w D, amended by adding C. L. Pickler to partnership, change freq. to 1370 kc.

KRIC, Beaumont, Tex.—Vol. assign. license to KRIC Inc.

MAY 23

WTNJ, Trenton, N. J.—Mod. license to add 8-10 p. m. daily.

WSMB, New Orleans—CP replace tower.

KXL, Portland, Ore.—CP new trans., antenna, change 1420 kc 100-250 w sh., to 730 kc 10 kw unl.

KTKC, Visalia, Cal.—Mod. CP change freq., increase power etc., to make further changes in equip., antenna.

MAY 29

WBTM, Danville, Va.—Auth. transfer control to L. N. Dibrell.

KOME, Tulsa—Mod. license to unl., 100 w.

KIUN, Pecos, Tex.—CP increase to 100-250 w.

NEW, Head of the Lakes Bcstg. Co., Superior, Wis.—CP high-freq., 1 kw.

KANS, Wichita—Auth. transfer control to stockholders (to Herb Hollister, 48 shares common).

KVWC, Vernon, Tex. License for CP increase power.

KGNO, Dodge City, Kan.—CP change trans., new antenna, increase to 250 w 1 kw D.

WISN, Milwaukee—CP change trans.

KINY, Juneau, Alaska — CP change trans., increase to 1 kw.

KMED, Medford, Ore.—Mod. CP increase power re trans.

KWLK, Longview, Wash.—Mod. D to unl., 250 w.

NEARLY 20 years after he started operating the broadcast station, which subsequently developed into the present KDKA, Pittsburgh, Dr. Frank Conrad, assistant chief engineer of the Westinghouse E. & M. Co., on May 16 turned over the first shovelful of earth on the spot near Allison Park, Pa., about 15 miles from downtown Pittsburgh, where KDKA's new antenna will be located. Flanking him are Sherman D. Gregory (left), manager of the station, and Joseph Baudino, KDKA plant superintendent. According to recently announced plans, a "pick-aback" aerial will perch atop the new 718-foot vertical antenna, to be used in shortwave frequency modulation experiments. The superimposed aerial will consist of a series of 10-foot rod antennas, and it is claimed, can transmit programs on high frequencies free from interference within a radius of about 35 miles.

DuMont-Majestic Pact

ALLEN B. DuMONT Laboratories has issued a nonexclusive license to the new Majestic Radio & Television Corp. to manufacture television receivers under DuMont patents and has several other such agreements pending, according to DuMont headquarters, which reports that all licenses carry a clause cancelling the license if the licensee is sold, directly or indirectly, to RCA, as DuMont does not intend to have any cross-licensing agreements.

RCA will demonstrate television to distributors and dealers at the Radio Parts Show, in Chicago, June 14-17, using a camera-receiver connection similar to those being used at the New York World's Fairs and permitting visitors to be televisioned and to watch the televising of others on the receivers.

Network Accounts

All time EDST unless otherwise indicated.

New Business

LEHN & FINK PRODUCTS Co., New York (Hinds cosmetics) on Oct. 4 starts *Burns & Allen* on CBS, Wed., 7:30-8 p. m. Agency: Wm. Esty & Co., N. Y.

GENERAL MILLS, Minneapolis (Gold Medal flour), on June 5 starts *Caroline's Golden Store* on 14 NBC Red stations, Mon. thru Fri., 12:30-12:45 p. m. (CDST). Agency: Blackett-Sample-Hummert, Chicago.

Renewal Accounts

PROCTER & GAMBLE Co., Cincinnati (Drene), on June 30 renews *Jimmie Fidler* on 30 NBC-Red stations, Fri., 9:15-9:30 p. m., for 52 weeks. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

BAYUK CIGARS, Philadelphia, on June 12 renews *Inside of Sports* for 52 weeks on 24 MBS stations, chiefly Tues., Thurs., Sat., 7:45-8 p. m. Agency: Ivey & Ellington, N. Y.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Club pipe tobacco), on July 1 renews *Vox Pop* on 23 NBC-Red stations, Sat., 9-9:30 p. m. Agency: Ruthrauff & Ryan, N. Y.

HAWAIIAN PINEAPPLE Co., Honolulu (Dole pineapple juice), on July 5 renews *Phil Baker* on 63 CBS stations, and shifts from Sat., 9-9:30 p. m. to Wed., 8-8:30 p. m. Agency: Young & Rubicam, N. Y.

G. WASHINGTON COFFEE Refining Co., Morris Plains, N. J., on May 19 renewed for 52 weeks *Uncle Jim's Question Bee* on 7 NBC-Blue stations, Sat., 7:30-8 p. m. Agency: Cecil & Presbrey, N. Y.

SHERWIN-WILLIAMS Co., Cleveland (paints), on Oct. 1 resumes *Metropolitan Auditions of the Air* on 68 NBC-Blue stations, Sun., 5-5:30 p. m. Agency: Warwick & Legler, N. Y.

JERGENS - WOODBURY SALES Corp., Cincinnati (hand lotion), on Dec. 31 renews *Walter Winchell* for 52 weeks on 28 NBC-Blue stations, Sun., 9:30-9:45 p. m. (reb. Pac. Red, 11-11:15 p. m.). Agency: Lennen & Mitchell, N. Y.

PILLSBURY FLOUR MILLS Co., Minneapolis, on May 29 renews for 52 weeks *Woman in White* on 36 NBC-Red stations, Mon. thru Fri., 10:45-11 a. m. Agency: Hutchinson Adv. Co., Minneapolis.

GENERAL MILLS Inc., Minneapolis, on May 22 renewed for 52 weeks the following five weekly dramatic serials on 30 NBC-Blue stations; *Betty & Bob* (for Korn Kix); *Arnold Grimm's Daughter* (for Softasilk cake flour); *Valiant Lady* (for Bisquick); *Hymns of All Churches* and *Betty Crocker* (for Gold Medal flour). Agencies: Knox Reeves Adv., Minneapolis, for Bisquick; Blackett-Sample-Hummert, Chicago, for the others.

WELCH GRAPE JUICE Co., Westfield, N. Y., has renewed *Irene Rich* for 52 weeks, effective Aug. 6, Sun., 8:45-9 p. m., on 51 NBC-Blue stations; beginning the seventh consecutive year of the program's sponsorship. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

Network Changes

GENERAL FOODS Corp., New York (Swansdown-Calumet), on Oct. 6 shifts *Kate Smith* on CBS from Thursday, 8-9 p. m. to Fri., 9-10 p. m.

CBS Summer Advance

A MARKED advance in summer business over all previous summers is reported by CBS, whose clients will broadcast 45% more program-hours than last summer and will use over 60% more stations. In 1938 CBS summer business included 54 weekly programs; this year the number is 67. Last year 20 programs laid off during the summer; this year only 12 suspensions are planned, of which eight have already scheduled resumptions.

STANDARD BRANDS, New York (Feischmann's yeast), on July 2 shifts *I Love a Mystery* on NBC from Hollywood to San Francisco for nine weeks.

PROCTER & GAMBLE Co., Cincinnati (Crisco), on May 22 added 12 CBS stations to *This Day Is Ours*, making a total of 35 CBS stations, Mon. thru Fri., 1:45-2 p. m.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels) moves *Benny Goodman* from CBS, Tues., 9:30-10 p. m. to NBC-Red, Sat., 10-10:30 p. m., starting *Bob Crosby* in the CBS spot; *Blondie & Dagwood* replace *Eddie Cantor* for summer on 41 CBS stations, Mon., 7:30-8 p. m. Agency: Wm. Esty & Co., N. Y.

P. LORILLARD & Co., New York (Old Gold cigarettes), continues *Melody & Madness* on WHN, New York, following switch May 23 to NBC-Red.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on May 24 shifted Kay Kyser on NBC-Red to Catalina Island, Cal., for four weeks.

STANDARD BRANDS (Tender Leaf Tea) is moving *One Man's Family* from Hollywood to San Francisco during July and August.

PEPSODENT Co., Chicago (toothpaste), on July 27 replaces *Bob Hope* program for the summer on 55 NBC-Red stations, Tues., 10-10:30 p. m., with *Mr. District Attorney*, now a sustainer on NBC-Red. The *Bob Hope* program returns to the same spot late in September. Agency: Lord & Thomas, Chicago.

McKESSON & ROBBINS, Bridgeport, Conn. (Calox, Abolene), upon expiration of contract on May 26 will not renew *Joyce Jordan, Girl Interne* on 10 CBS stations, Mondays through Fridays, 9:30-9:45 a. m., as erroneously stated in BROADCASTING, May 15. Agency is Bowman & Columbia, New York.

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., on June 26 for 13 weeks will replace *Voice of Experience* with Vaughn de Leath, singer, on 30 MBS stations, Mon., Wed., Fri., 1:45-2 p. m.

COOPERATIVE *Show of the Week*, on 70 MBS stations, will go off the air June 18 for the summer. Agency: Redfield-Johnston, N. Y., will be re-offered to local sponsors Sept. 24.

ETHYL GASOLINE Corp., New York, on June 5 shifts *Tune-Up Time* from Thurs., 10-10:45 p. m. to 60 CBS stations, Mon., 8-8:30 p. m. (reb., 12 midnight).

WESTINGHOUSE ELECTRIC & MFG. Co., New York, on May 21 added 6 NBC-Blue stations (WALA WNBC WCOA WCOL WTAR WIS) to *Letters Home From the New York Fair*.

NAB SALES GROUP TO MEET WITH AFA

UNDER chairmanship of Craig Lawrence, sales manager of the Iowa Broadcasting System, the Sales Manager's Division of the NAB will meet June 20 during the June 18-22 convention of the Advertising Federation of America at the Waldorf-Astoria, New York, June 18-22. All AFA delegates, along with broadcasting executives have been invited to the sales managers session, at which Neville Miller, NAB president, will present radio's new program code.

Matthew Woll, vice-president of the American Federation of Labor, will speak at the opening general session June 19, and Paul W. Garrett, director of public relations, General Motors Corp., will deliver the keynote speech on the convention theme, "Advertising Today Builds Tomorrow's Prosperity". Senator Arthur Capper (R-Kan.) head of Capper Publications, and owner of WIBW, Topeka, and KCKN, Kansas City, will present the 1938 Josephine Snapp Award to the woman considered to have made the greatest contribution to advertising during the year.

WOR, Newark, is included on the list of exhibitors taking space at the convention, as announced by Frank A. Conolly, merchandising manager, Oakite Products, exhibit committee chairman.

Forms New Agency

JOHN ORR YOUNG, formerly a partner in Young & Rubicam, New York, absent from the agency field several years, is forming his own agency "devoted to a custom-built service for a highly restricted number of only Class A accounts". Name and personnel will be disclosed shortly, said Mr. Young, who refused to comment on the rumor that Roy Durstine, recently resigned president of BBDO, New York, will be associated with him. Headquarters will be at 610 Fifth Ave., New York; telephone, Columbus 5-5613.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (dental and shaving cream), on Aug. 17 shifts *Ask-It-Basket* and *Gang Busters* on 95 CBS stations, Wed., 7:30-8:30 p. m. to Thurs., 8-9 p. m. Agency: Benton & Bowles, N. Y.

MACFADDEN PUBLICATIONS, New York (*True Story Magazine*), on May 23 replaced *Mary & Bob* with *True Story Time* on 41 NBC-Blue stations, Tues., 9:30-10 p. m. Agency: Arthur Kudner, N. Y.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Hollywood Gains For Autumn Seen

SPIKING published reports that Hollywood is losing ground in the national radio picture as an originating center of commercial shows, W. B. Lewis, CBS New York vice-president in charge of programs, now on the West Coast, stated that no diminution is indicated for the fall season. In fact, he sees no slump in Hollywood productions. He predicted there will be as many and possibly more important commercial originations from the West Coast with picture talent this fall than in the past.

Mr. Lewis declared that so long as shows built with $25,000 worth of Hollywood talent sell the sponsor's product, there will be buyers. Further verifying the stability of Hollywood as an originating center of commercials was the announcement by Donald W. Thornburgh, CBS Pacific Coast vice-president, that construction of two new 400-seat theatre-auditoriums to the present Columbia Square Bldg. will begin within 60 days.

An increased number of sustaining transcontinental shows will also originate from Hollywood, Mr. Lewis said. At present, nearly all CBS sustaining features originate in the East, but under the new plan now being worked out many of these programs will be produced in Hollywood. However, sustaining plans are being held in abeyance until a clearer picture of the commercial setup for the summer is obtained. CBS also plans to try out many of its production innovations during the summer.

EVERYTHING about The Gotham bespeaks gracious living—its spacious rooms, its atmosphere of good taste, its superb cuisine. Elegance is apparent..economy not forgotten.

Under the Same Management as
The Drake CHICAGO
The Blackstone CHICAGO
The Evanshire EVANSTON, ILL.
The Town House LOS ANGELES
A. S. Kirkeby, Managing Director

The Gotham
5th Ave. at 55th St. NEW YORK CITY

WHO (ALONE!) for IOWA PLUS!
DES MOINES . . . 50,000 WATTS . CLEAR CHANNEL

CBS Takes Time In Preparation for Video Operations

Seldes Says Most Programs Will Come From Studio

THE ONLY television policy CBS has at this time is not to allow itself to be forced into a position where it will be compelled to put on more programs than it can do well, Gilbert Seldes, CBS director of television programs, stated May 24, in his first press conference since his return from England, where he spent several weeks studying television techniques of the BBC. He said that the first CBS telecast would probably take place in mid-summer.

"We have made no commitments to either dealers or public," he said. "We have no fixed schedule, and that, for the time being, is a deliberate policy. When we put on our first television program we hope to be able to announce the time of our second one, but whether it will be the next day, or week, or even month, I have no idea. It won't be, however, until we are ready to do it the way we think it should be done. CBS is not concerned with the manufacture of sets or equipment, but only with the production of programs and we intend to stick to that angle."

Installation Delays

Difficulties encountered with the installation of the transmitter in the Chrysler Tower have delayed the CBS entry into the television scene, Mr. Seldes stated. He had expected, he said, to find the transmitter broadcasting test material on his return, and had hoped to present his first program about June 1. Instead, it will probably be nearer the first of August, he said, adding that meanwhile several programs are in preparation.

Most of the CBS teleprograms will be studio presentations, Mr. Seldes declared, expressing the belief that except for outstanding sports events the most popular features with the television audience will be programs produced in the studio. The CBS main television studio in the Grand Central Bldg. is probably the largest in the world, and Mr. Seldes has practically no limit to the potential variety of program material, as he could put on a tennis match, basketball tournament or a fair-sized circus without feeling at all cramped.

The visual advantages have worked the other way for sound, however, as the average voice disappears in such a vast space and a great deal of acoustical treating will be necessary before it will be possible to broadcast from the studio, he explained. The room is about 270 feet long, 60 feet wide and 45 feet high.

A motion picture projection room for the televising of movies has been built at one end of the studio, adjoining the control room, and films will be used as program material if good ones are available, Mr. Seldes said, adding that if good ones are not obtainable he thinks he can get along very well without them. Just as the movies nearly died when they stuck to making pictures of stage shows, he explained, so television will die if it does nothing but televise motion pictures.

Asked about his staff, he said that it consists of himself, an assistant and a secretary and that he was not planning on making any additions at present. In answer to another query about pickups from outside the studio, he said CBS does not yet have any mobile television transmitting equipment. He expressed interest in the recent experiment in sending television signals over an ordinary telephone wire which, he said, would make remote telecasts possible from all points in and around New York without the need of a mobile transmitter. In London, he stated, a loop of coaxial cable has been installed along the route of most of the parades, pageants and ceremonies that the BBC is apt to want to televise, with frequent places for plugging in the cameras.

Asked about English television programs, he replied that the features most popular with the public were the *Picture Page*, consisting of three-minute interviews with newsworthy persons, outdoor sports events and pickups from theatres. Full-length plays are frequently televised, he said, and the producers have discovered that having their shows put on the air is good for business. Asked whether he thought the same types of entertainment would go over here, he said that he hadn't the faintest idea, that the English experience is the only precedent a television producer has to use as a guide, but that English audiences are quite different from the American public in their likes and dislikes.

TELEVISING the bike races on May 20 at Madison Square Garden, NBC's video crew chalked up another American television "first". Pictured are Bill Stern at the microphone, R. W. Pickard at the camera and Tom Riley, on floor with headset. A few days earlier, May 17, another television "first" by NBC was achieved when a baseball game between Columbia and Princeton was televised by the NBC staff.

Ordinary Wire Successfully Transmits Television Signal for Short Distance

TRANSMISSION of a high-definition television picture over an ordinary telephone line, a feat long considered impossible, was accomplished on May 20, when NBC telecast a portion of the six-day bicycle race at Madison Square Garden over W2XBS. From the Garden to Radio City, a distance of slightly more than a mile, the signals were sent along ordinary telephone wire, adapted for television use through amplifiers and equalizers developed by the Bell Laboratories.

Observers, watching the images on television receivers in various locations within the 50-mile radius from the Empire State transmitter, reported that they were able to see the riders from one end of the Garden track to the other.

"This first test of a radically new method of transmitting the television signal, a highly complex group of electrical impulses extending over an enormous range," said Alfred H. Morton, NBC vice-president in charge of television, "is of tremendous significance to television. Essentially it means that New York City will be turned into one vast outdoor theatre for television pickups. It opens a thousand roads along which television can travel in its search for important and interesting programs."

Merely an Experiment

It also opened a thousand speculations about the possibilities of sending television programs over wire circuits, similar to the one in New York used in the experiment, which already link American sound broadcasting stations into nationwide networks, although none of the engineers cooperating in the telecast could be made to speculate on the future significance of the test.

Bell Telephone engineers pointed out that the success of this one program did not warrant any prophecies of immediate cross-country television networks by telephone lines, as the problem of hooking up a number of cities for such a network is a far cry from making a pick-up within the limits of New York City. They further emphasized the fact that their apparatus is strictly experimental and that they are not even prepared at the moment to install similar equipment even at all of New York City's telephone exchanges.

The general understanding has been that ordinary telephone wires would not carry the highly complex television signal, but that the coaxial cable was the only metallic circuit capable of meeting the rigid requirements of television. The television signal is a composite of frequencies extending from practically zero to several million cycles per second. Attenuation, loss in strength and distortion of the wave form is greater at the high frequencies than in the low and middle frequencies, and the problem has been to keep this attenuation within tolerable limits. The coaxial cable does this, but its cost of approximately $5,000 a mile renders it practically prohibitive for use in a nationwide network. An experimental link was laid down between New York and Philadelphia some years ago and another coaxial link connects NBC's television studios in Radio City with the transmitter on the Empire State Bldg.

Even with the coaxial cable, however, it was necessary to install amplifiers and equalizers which strengthened the signal and restored the various frequencies to their proper relationships at minimum distances of five miles along the coaxial cable circuit. The engineers, who have known for some time that, theoretically at least, it is possible to transmit any electrical signal over any circuit, believed that by using these corrective devices at shorter distances they could send satisfactory signals over ordinary telephone circuits. The bike race experiment proved them right.

The experiment proved also that installation of the equalizers and amplifiers every mile is sufficient to keep the signal satisfactory and since in New York City the telephone exchanges are not more than a mile apart it will be possible to make television pickups from any part of the city by merely installing this apparatus in each exchange without the necessity of opening underground cables to make special between-station installations. The problem of keeping the wire absolutely clear of any other signals will probably be the biggest problem in connection with future television broadcasts using telephone wire transmission, as it will mean blocking off a great many phones from their normal circuits during the period of the telecast.

In the Madison Square Garden telecast, the track and riders were scanned by a television camera near the edge of the track, the picture being monitored from the control room of the NBC mobile television station in the basement of the Garden. From this point the electrical impulses were sent over telephone wires to the phone company's Circle exchange where they were transmitted through an equalizer and amplifier and then over another telephone circuit to Radio City. From there they were relayed over the coaxial cable to the Empire State tower transmitter and thence broadcast.

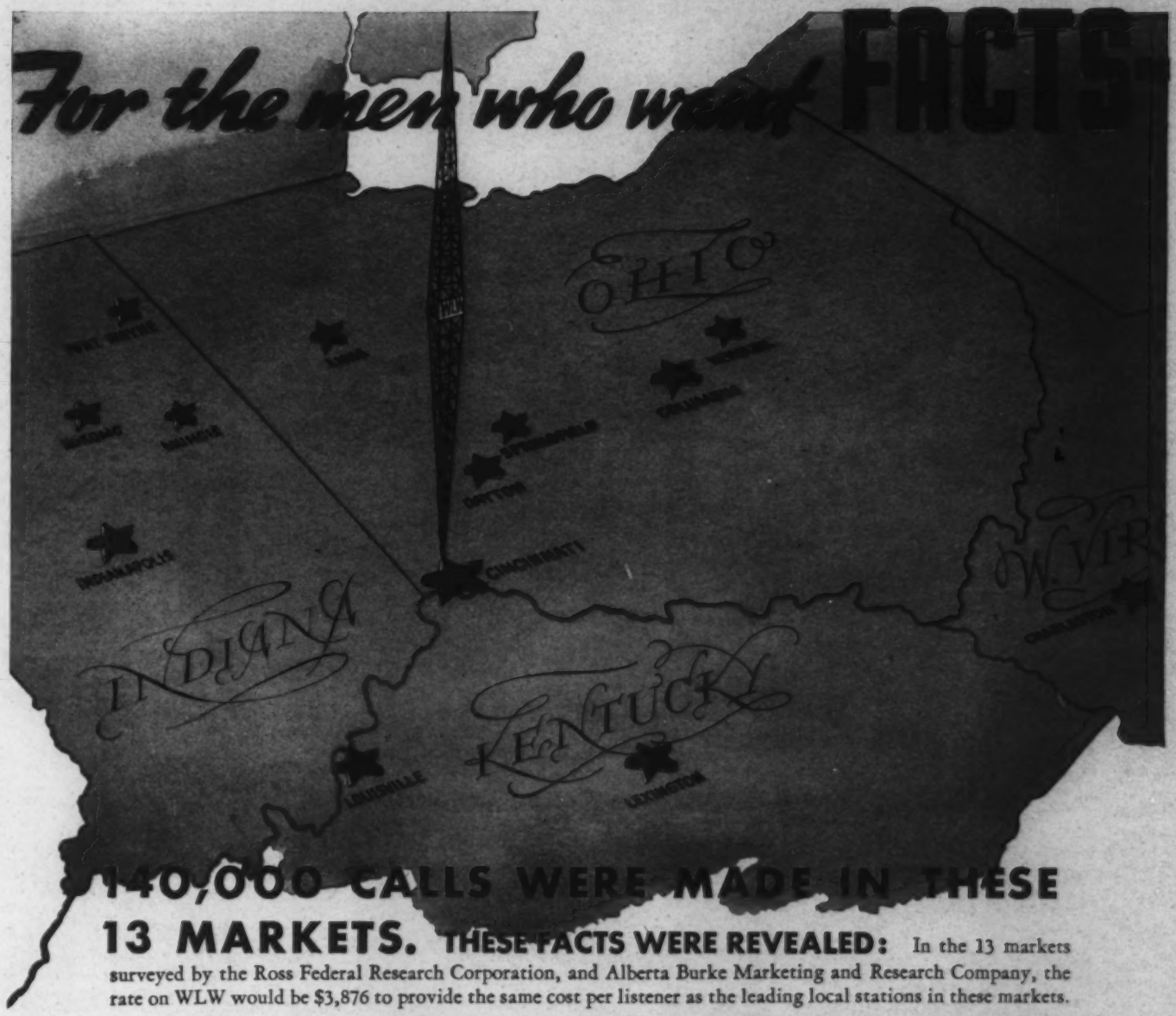
RCA Sponsors Fight

RCA MFG. Co., New York, is sponsoring the broadcast of the 15-round heavyweight fight June 1 between Max Baer, former champion, and Lou Nova, a contender for Joe Louis' heavyweight title. The blow-by-blow description by Clem McCarthy and commentaries by Bill Stern, was to be carried exclusively on NBC-Blue from the ringside at Yankee Stadium, 10-11 p. m. (EDST). RCA last season sponsored the broadcast of the Seabiscuit-War Admiral race.

Radio Typewriter Shown

A TYPEWRITER operated by radio impulses, known as the Radiotype, is being demonstrated at the World's Fair by International Business Machines Corp., using news bulletins supplied by the *New York Herald-Tribune*. The apparatus projects messages typed on a transparent tape on a screen and utilizes high-frequency impulses. Inventor is Walter Lemmon, manager of IBM's Radiotype Division and director of W1XAL, Boston.

XUM



140,000 CALLS WERE MADE IN THESE 13 MARKETS. THESE FACTS WERE REVEALED:

In the 13 markets surveyed by the Ross Federal Research Corporation, and Alberta Burke Marketing and Research Company, the rate on WLW would be $3,876 to provide the same cost per listener as the leading local stations in these markets.

During the week of March 22 through March 28, 1939, Ross Federal Research Corporation made 118,920 calls, of which 78,793 calls were completed in the following twelve cities: Charleston, West Virginia; Columbus, Ohio; Dayton, Ohio; Ft. Wayne, Indiana; Indianapolis, Indiana; Lexington, Kentucky; Lima, Ohio; Louisville, Kentucky; Muncie, Indiana; Kokomo, Indiana; Newark, Ohio, and Springfield, Ohio. In the 13th market, Cincinnati, out of 21,883 calls made by Alberta Burke Marketing and Research, 14,947 calls were completed.

Results show that the average audience tuned to WLW from 8:30 A.M. to 10:30 P.M. Monday through Friday is 111.8% greater than, or 2.1 times that of the 10 dominant local stations serving these markets. The combined costs of these 10 dominant local stations is $1,830 per hour, while that of WLW is $1,080. Therefore, the cost of the local stations is 69.4% greater than that of WLW.

Since the dominant local stations collectively have an average of 22.8% of the audience listening to the radios in their respective markets and their combined costs amount to $1,830 per hour, then on an identical cost per listener basis WLW's rate should be $3,876 per hour, inasmuch as WLW's average audience is 48.3% of the sets in use in these same markets. (And *this* disparity is based on the unfactual assumption that WLW's coverage is to the city limits of these 13 cities!)

IF YOU would know the WHOLE story, write to WLW or Transamerican Broadcasting & Television Corporation. Ask for

MORE FACTS AND FIGURES ON WHY I SHOULD BUY . . .

THE NATION'S STATION

See the Crosley Building at the New York World's Fair

New RCA 5-DX Transmitter

Offers a New Standard of Value!

Here's Proof!

5-DX, a new version of RCA's famous 5-D Transmitter with new operating conveniences:

Finger-tip Control **Smart, Modern Styling** **Unified Front Panel Enclosure**

Plus the features which have won such wide acceptance among the broadcasters:

Lowest Operating Cost **No Water Cooling of Tubes** **Simple Circuit—Easy to Adjust**

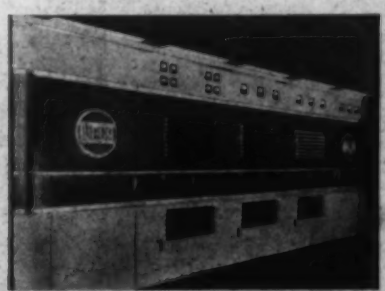
Vertical Chassis Construction **Complete Reliability** **High Fidelity Transmission**

TRULY the 5-DX equipment represents a new standard of value in transmitters. This apparatus is the familiar RCA 5-D equipped with a new Unified Front Panel and Operating Console — containing all of the features which have made the 5-D so popular, plus new conveniences and additional terminal equipment. Write to the nearest office for highlights on the 5-DX.

• • •

Use RCA Radio Tubes in your station—for finer performance

The 5-DX Operating Console—smart, streamlined—contains VI and monitoring amplifier, controls for transmitter and speech input equipment.



Modern Unified Front Panel of the 5-DX makes installation much easier. It is also an economy factor in designing your transmitter house.

RCA

Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

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